



MOST ADMIRABLE BRANDS & LEADERS

Volume II

www.admiredbrand.com

Chief Patron
Prof. Malcolm McDonald

Editor-in-Chief
Dhruv Bhatia

Chief Operating Officer
Sarmad Zargar

Regional Head - Asia
Asif Var

Director - Research
M.Y. Makky

Director - Corporate Communications
Kriti Nagia

Head - Digital Media
Shahid Bhat

General Manager - Strategic Alliances & Partnerships
Anubha Garg

Editorial Advisors
Sadiq Zafar - India & South East Asia
Yasir Yousuf - GCC

Client Servicing
Indian Sub-Continent: Prasoon Jha, Danish Malik
Southeast Asia: Taye Bayewood, Charlie Zeng, Sonia Khatwani
GCC Nations: Muneeb Hussain, Abdullah Al Zaim

Editorial Desk
Sakshi Kalra
Tulika Maniktala

Digital Partner
Denesof
www.denesof.in

Chartered Accountants
Lalit & Associates

Design & Print
IQ Design Studio:
www.iqdesignstudio.in

Published by:
White Page Consulting Pvt. Ltd.
1st Floor, Southern Park, District Center, D-2
Saket New Delhi-110017 INDIA
www.whitepageinternational.com
www.admiredbrand.com

Most Admired Brands & Leaders Asia and India Editions is a registered trademark of White Page Consulting Pvt. Ltd.

Copyright © 2016 White Page Consulting Pvt. Ltd.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic, digital or mechanical, including scanning, photocopying, recording or any information storage and retrieval system, relating to all or part of the text, photographs, logotypes without first obtaining permission in writing from the publishers.

Printed in India



White Page International

White Page International is a global consulting firm with a diverse portfolio that includes brand consulting, print advertising, creative advertorial promotions, PR 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 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.

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. 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.

www.whitepageinternational.com

Automotive

Maruti Suzuki	38
TVS Motor	40

Banking Financial Services & Insurance

DBS	44
Emirates NBD	46
Great Eastern Life	48
HDFC Bank	50
ICICI Bank	52
LIC	54
Max Life Insurance	56
OCBC bank	58
Prabhudas Lilladher	60
QNB	62

Education

King Saud University	66
National University of Singapore	68
S.P Jain Institute of Management & Research	70

Food & Beverage

Adani Wilmar	78
Almarai	82
Cargill	84
Fraser & Neave	90
Rani	92
Tiger Beer	94

Energy & Power

Petronas	74
----------	----

Furniture & Interior Solutions

Godrej Interio	98
----------------	----

Healthcare

Bilcare Research GCS	102
Cerebos	104
Cipla	106

Retail

Emax	140
Fair Price	142
Landmark Group	144

IT & Telecom

Airtel	126
Etisalat	128
Singtel	130

Services

Dusit Thani	148
Emirates Airlines	150
Jumeirah Hospitality	152
Singapore Airlines	154

Home Electronics

Osim	110
------	-----

Infrastructure & Real Estate

City Developments Ltd.	114
DLF	116
Emaar Properties	118
Keppel Corporation	120
RAK Ceramics	122

Lifestyle

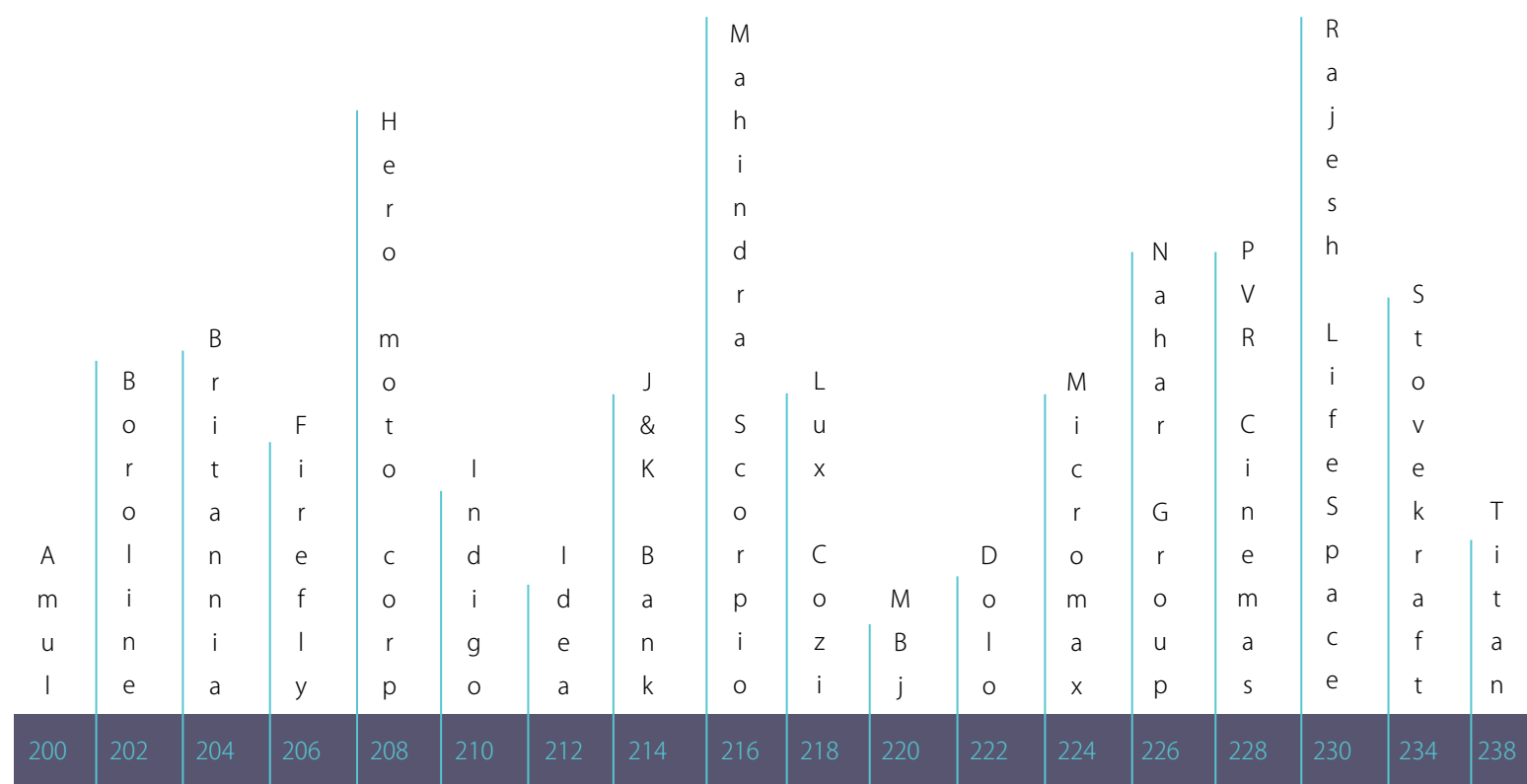
Khaadi	134
VIP Frenchie	136

Patron, Jury & Editor's Desk

Prof. Malcolm McDonald	8
Dhruv Bhatia	10
Ashish Bhasin	16
Oliver Eills	18
Sunil Lulla	196
Manoj Abraham Mathew	198



Contents



Asia's Most Admired Leaders

Sunil Bharti Mittal	158
Mukesh "Micky" Jagtiani	160
Chua Sock Koong	162
Chanda Kochhar	164
Kiran Mazumdar Shaw	166
Tony Fernandes	168
Peter Seah Lim Huat	170
Kuok Khoon Hong	172
Venu Srinivasan	174
Khalid A. Al Falih	176
Yusuf Khwaja Hamied	178
Anil Sain Mathur	180
Sunil Pathare	182
DILIP SURANA	184
Tan Sri Lim Kok Thay	186



India's Most Admired Leaders

Rahul Sharma	242
Mayank Soni	244
Roshni Nadar Malhotra	246
Sukhraj B. Nahar	248
Manju Yagnik	249
Aditya Ghosh	250
Dr. Naresh Trehan	252
Harish R. Patel	254
Rajesh R. Patel	254
Joseph James	256
Yogesh Lakhani	258
Vijay Shekhar Sharma	260





Professor Malcolm McDonald
Chief Patron

Service brands—Moving beyond the fast moving consumer goods model

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.

THE EXPRESSION OF A BRAND

The expression is the brand as defined and articulated by the organization. This integrates brand strategy and brand identity to express a multi-sensory brand experience through a portfolio of "Brand Signals". These signals manage consumer expectations by carrying and conveying meaning, making it easier for people both inside and outside the organization to understand the brand's core purpose.



Brand is the experience that lives at the point where promise meets expectation

Therefore, the practice of Brand Expression must be multidisciplinary, as it fuses brand strategy (how the brand is defined) and brand identity (how the brand is articulated). This ensures that the brand remains consistent and relevant as it responds to changes in the market, as the brand both defines and is defined by consumer experience. As a fully integrated process, the Expression of a Brand empowers companies to maintain brand differentiation, relevancy and authenticity while balancing promise and expectation. Unlike advertising, graphic design or web design, the expression is a systems based approach which creates the building blocks of a brand. Working from the same palette of Brand Signals ensures that consistency of aesthetic and purpose are achieved by multiple partners across a multitude of channels.

People learn what to expect from the brand, and the company learns what its brand must deliver to consumers. This results in a richer and more compelling brand experience that consumers trust, value, and count on.

As your brand is a collection of expectations that others have about you, expression is the art and science of managing those expectations.

Brand Signals

Brand Signals are memory markers that function as mental shortcuts. Any tangible cue (sight, sound, touch, taste, smell or action) that directly equates to a brand is a Brand Signal. Through associative learning, these multi-sensory signals supply the stimulus necessarily to evoke an innate response. This provides the tangibility necessary for consumers to understand how the brand's identity equates to its given meaning.

When brand identity is treated as an aesthetic veneer, the bond between consumer and brand is often weak and shallow. When brand identity is constructed of multi-sensory Brand Signals, it provides the depth to build stronger bonds through common understanding of what your brand represents.

Brand signals leverage the neurologic systems that the brain uses to acquire, store and recall meaning. Just as goods are carried by hand, truck, plane, boat or rail, brand signals carry and convey a given message. The key is not to limit the number of signals used to convey your brand's meaning.

Working individually and collectively, Brand Signals identify and differentiate the brand on two levels. Categorically, these signals speak intuitively to consumers regarding the type of brand (price, quality, country of origin etcetera). Specifically, they contain learned meaning that directly equates to the brand allowing consumers to identify one brand from another via name, logo, packaging and so forth.

At WHITE PAGE, we resonate the expressions the brands create and multiply the brand signals. This exuberant group combines strategic thinking and creative excellence to turn brand possibilities into business results in a manner that is unambiguous to the audience. This very publication speaks volumes of those brands that not only have created a legacy, but continue to strive to excellence in the Asian economy. These brands have been chosen for their brand value, brand sustainability, recall and the trust factor as their brand signals. I'm eager, excited and proud to showcase this volume to the brand patrons, brand marketers, brand enthusiasts and readers—without further ado; I present the 2nd Edition of the imagistic journey of Admired Brands & Leaders.

Dhruv Bhatia

Editor-in-Chief, Admired Brands & Leaders

Director – Strategic Alliances, White Page



Prof. Malcom McDonald

MA(Oxon) MSc PhD DLitt DSc

Until 2003, Malcolm was Professor of Marketing and Deputy Director of Cranfield University School of Management, with special responsibility for E-Business. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has a Doctorate from Bradford University and from the Plekhanov University of Economics in Moscow. He has extensive industrial experience, including a number of years as Marketing and Sales Director of Canada Dry. Until the end of 2012, he spent seven years as Chairman of Brand Finance plc.

He spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox, BP and the like, in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia.

He has written forty six books, including the best seller "Marketing Plans; how to prepare them; how to use them", which has sold over half a million copies worldwide. Hundreds of his papers have been published.

Apart from market segmentation, his current interests centre around the measurement of the financial impact of marketing expenditure and global best practice key account management. He is an Emeritus Professor at Cranfield and a Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools.

In 2006 he was listed in the UK's Top Ten Business Consultants by the Times.



Ashish Bhasin

Chairman & CEO Dentsu Aegis Network South Asia and Chairman Posterscope and MKTG – Asia Pacific

Ashish Bhasin is a well-known personality in the Advertising & Media industry in Asia Pacific, for the past 28 years. He is presently Chairman & CEO Dentsu Aegis Network South Asia and Chairman Posterscope and MKTG – Asia Pacific. He is also a member of the Dentsu Aegis Network Asia Pacific Executive Board.

Prior to this, Ashish successfully led and set up several of Lintas India's (IPG) businesses and also had the global role of Executive Vice President, Lowe Worldwide and Asia Regional Director for Integrated Marketing.

He has recently been awarded the South Asia Agency Head 2015 by Campaign, Business Excellence Award 2015 and the Exchange4Media - Hallmark Chairman of the Year 2015. He has also received the Business Excellence Awards for Media CEO of the Year - India & Chairman of the Year - India 2013 and 2014, at UK's Business Excellence Awards. He has received the Indira Super Achiever Award 2003 and was also adjudged "Media Marketer of the Year" at the Brief Media Awards.

He has served on several global juries including Cannes Lion 2007, Dubai Lynx 2008, Festival of Media Global 2013 at Montreux and Asia's Most Promising Brands and Leaders 2013 in Dubai. Was Chairman, National Marketing Committee of the Confederation of Indian Industry's Young Indians Group. Was India's cultural Ambassador to Pennsylvania, USA in 1992 under a Rotary exchange programme. Conceived & founded the Post Graduate Programme at North Point.

Ashish serves or has served on most industry bodies in India, including chairing the AAAI – IBF committee, Hon-Secretary & Executive Committee Member of AAAI, Goafest Committee member, Chairman Goafest Media Abbys 2012 & 2013, former Chairman of the Readership Studies Council of India and Board of Governors of MRUC. He is also the Founding Chairman of the Sydenham Institute of Management's Alumni Association, amongst others.



Oliver Eills

Regional Director-Publicitas, Middle East

Oliver has dedicated his professional life to transnational marketing and advertising. Since 2007, he has worked for Publicitas, the world's leading overseas media specialist, working with corporate clients and advertising agencies to develop sophisticated media solutions, in collaboration with media partners, in all corners of the world. He has been privileged to work with some of the most-trusted and globally respected media brands: The Washington Post, Frankfurter Allgemeine Zeitung, NIKKEI and The Times, to name a few. In 2011, he was promoted to Managing Director of Publicitas's UK operations. In 2013, he relocated to the UAE to focus on developing Publicitas's newly-launched Middle East office.



Sunil Lulla

Chairman & Managing Director
Grey Group India

Sunil brings depth and width of experience spanning over 30 years across multiple industries to GREY Group - India as its chairman & managing director. Sunil has spent over a decade in advertising and 16 years in television broadcasting. He has been a prominent member on many boards and forums of the broadcasting industry where he shaped policies and set industry standards and best practices.

Manoj Abraham Mathew

Chief Content & Creative Officer –
Middle East, North Africa, Turkey and
Pakistan, Zee Network

Manoj A Mathew is the chief content & creative officer at Zee Network (Middle East, North Africa, Pakistan and Turkey). He has over 20 years experience in the media, marketing and advertising business, of which 13 are in international markets that include Middle East, North Africa and Europe. Manoj has spent his last 10 years with Zee Network, handling various portfolios, including their foray into the Arabic TV business with Zee Aflam and Zee Alwan.



Kavita Lakhani

President, LinOpinion GolinHarris India, Executive
Vice President, Lowe Lintas & Partners & Co-Chair,
India, IPG Women's Leadership Network

A seasoned communications professional, Kavita has to her credit two decades of experience in public relations. She assumed national responsibilities at LinOpinion GolinHarris in 2003. Since then, the firm's business has more than quadrupled in size and consistently retained a significant double-digit margin. Recruiting and career development for the firm's greatest asset – its talent – are Kavita's chief responsibilities.



Winnie Lyn

Managing Director, Mindshare Taiwan

Winnie Lyn, GroupM veteran, and head of media for L'Oréal Taiwan, is the managing director of Mindshare Taiwan. Prior to taking on this new role, Lyn spent 12 years as a client side marketer for some of the world's biggest brands, including L'Oréal, Heineken, Nestlé and Pillsbury. Lyn also spent a few years at GroupM's sister agency MEC, where she was executive deputy GM for their Taiwan operations.

PRELIMINARY JURY

Yamini Sharma

American Express

Aamir Bashir

Viacom 18

Nishant Jayaswal

Widen+Kennedy

Piya Saigal

Conde Nast

Tania Mustafa

Robert Walters

Zubair Bhat

Alliance Advertising

Ashish Bhasin
Executive Chairman of the Jury



Branding in the Social Media Era

In the era of Facebook and YouTube, brand building has become a challenge. This is not how things were supposed to turn out. A decade ago most companies were heralding the arrival of a new golden age of branding. They hired creative agencies and armies of technologists to insert brands throughout the digital universe. Viral, buzz, memes, stickiness, and form factor became the lingua franca of branding. But despite all the hoopla, such efforts have had an inconsistent payoff at best.

As a central feature of their digital strategy, companies made huge bets on what is often called branded content. The thinking went like this: Social media would allow your company to leapfrog traditional media and forge relationships directly with customers. If you told them great stories and connected with them in real time, your brand would become a hub for a community of consumers. Businesses have invested billions pursuing this vision. Yet few brands have generated meaningful consumer interest online. What has gone wrong?

To solve this puzzle, we need to remember that brands succeed when they achieve a breakthrough in culture. And branding is designed to generate cultural relevance. Digital technologies have not only created potent new social networks but have also dramatically altered how culture works. Digital crowds now serve as very effective and prolific innovators of culture—a phenomenon popularly known to be 'crowdculture'. Crowdculture changes the rules of branding—which techniques work and which do not. If we understand crowdculture, then, we can figure out why branded-content strategies sometimes fall flat—and what alternative branding methods are empowered by social media.

The Rise of Crowdculture

Historically, cultural innovation flowed from the margins of society—from fringe groups, social movements, and artistic circles that challenged mainstream norms and conventions. Companies and the mass media acted as intermediaries, diffusing these new ideas into the mass market. But social media has changed everything.

The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable.

Consider this: Not long ago, a car buyer would methodically pare down the available choices until he arrived at the one that best met his criteria. A dealer would reel him in and make the sale. The buyer's relationship with both the dealer and the manufacturer would typically dissipate after the purchase. But today, consumers are promiscuous in their brand relationships: They connect with a myriad of brands—through new media channels beyond the manufacturer's and the retailer's control or even knowledge—and evaluate a shifting array of them, often expanding the pool before narrowing it. After a purchase these consumers may remain aggressively engaged, publicly promoting or assailing the products they've bought, collaborating in the brands' development, and challenging and shaping their meaning.

Consumers still want a clear brand promise and offerings they value. What has changed is when—at what touch points—are they most open to influence, and how can you interact with them at those points. In the past, marketing strategies that put the lion's share of resources into building brand awareness and then opening wallets at the point of purchase worked pretty well. But touch points have changed in both number and nature, requiring a major adjustment to realign marketers' strategy and budgets with where consumers are actually spending their time.

Oliver Eills

Regional Director-Publicates, Middle East



Profiting from Integrated Media

The opinion that print is a dead or dying old legacy technology is as inaccurate as believing that we have invented all we can invent. Print has evolved and its DNA has adapted so that it is now accepted as a valid, viable, valuable and necessary component of the integrated marketing and media convergence tool kit.

Print has also mutated in a good way to offer the print provider new and exciting opportunities for profitability. To be successful, the print provider, printer, print buyer and publisher must develop and cultivate a deep-rooted understanding of the use of integrated media and the paths to media convergence.

Let's begin with what print is not. Print is not the sole media to consider. Print is a focal point to which you can hitch or link other media so that you and your clients may benefit from the proper use of that newly established link. That is, of course, if you know which media offers the most potential for success—in the form of profit for you and your client—and how best to deploy it.

In the maxi-multichannel world of today, the print provider must understand the seven pillars of promotion—advertising, direct marketing, interactive, sales promotion, publicity, personal selling and exhibitions—and be prepared to horizontally and vertically sow new business across these very green and fertile fields.

The questions remain, why and how?

The why is simple! Your clients and customers rarely operate in just one media channel. You might serve only one or two channels for them, but in most cases they participate in all seven. They might be able to use your assistance to navigate this broad-based max-multichannel effort.

The how is a bit more complex. You need to integrate your media, marketing, communications and print skills into a tool that offers solutions to your clients' pain points, which often revolve around the integration of media. Although integrated marketing communications and integrated branding promotions are not new concepts, they are unfamiliar to many people in the traditional print industry, which for years was a walled-off niche within a niche. The good news is that this has changed.

First you must understand your customer's industry and the tools their industry, vertical or niche require being successful. Then you can offer the correct balance of tools in support of your services.

With the correct level of knowledge, print providers can redefine themselves and expand their service mix based not on what they think the client needs but on an understanding of their customers' needs and pain points, as well as some intellectual capital and the willingness to understand that print and all that surrounds print has changed.



Research Methodology & Selection Process

White Page International carried out a research to select Asia's Most Admired brands across different industries. Various parameters includes Brand Trust, Brand Recall, Growth, Brand Value Proposition, Marketing Connect and Innovation Quotient.

Asia's Most Admired Brands and Products is a research-based listing of 100 brands across different industries. A research across 25 categories from 16 countries in Asia was conducted on an initial list of 2,000 brands.

RESEARCH METHODOLOGY

Undertaken by White Page International, Asia's Most Admired Brands & Products is poised to showcase the exhilarating journey of the elite brands in the largest continent, Asia. The exercise features brands across 14 industries.

PHASE I

A list of industries and categories was initiated, and the entire research platform was divided into regions – ASEAN, GCC, and Indian Sub-continent. A preliminary list of 2,000 brands across 14 industries and 25 sub-categories was drawn up by White Page International, with respect to following:

Market studies
Industry whitepapers
Category-specific brand reports
Brand-specific scrutiny

- AUTOMOTIVE
- BFSI
- EDUCATION
- ENERGY & POWER
- FOOD & BEVERAGE
- HEALTHCARE
- HOUSEHOLD PRODUCTS
- INFRASTRUCTURE & REAL ESTATE
- IT & TELECOM
- LIFESTYLE
- PERSONAL CARE
- RETAIL
- SERVICES

The resultant list contained 500 brands.

PHASE II

The resulting list of 500 brands generated region-wise was scrutinized and graded on a scale of 1-10 and shortlisted down to 200 brands by the preliminary jury with research papers by White Page International based on the following parameters:

Brand Recall: A measure of how well a brand name is connected with a product/service type or class of products/services. Often by consumer-connect activities, like TV commercials, print adverts, radio jingles, digital & social marketing, and other engagement and promotional activities.

Brand Trust: Factors that enhance consumer involvement, loyalty, consumer relationship, and price sensitivity for the brand to have extensive followership and large customer base.

PHASE III

The 200 shortlisted brands were studied and graded in another round of scrutiny by the eminent panel of jury members, with diverse geographical representation and the research team at White Page International. All the data of these brands was supported by a research document, which was sent to the jury members. Based on which, the jury members scored the brands. The final list of 100 selected brands was consolidated as a result of this phase. The parameters for this round were:

Brand Value Proposition: The functional, emotional and differentiating brand benefits that have contributed to providing an enduring brand experience to customers.

Marketing Connect: Brand marketing strategies that have effectively penetrated consumers established a meaningful relationship with the target audiences and ensured positive brand perception, inclusive of advertising and promotions.

Innovation Quotient: Brand derived strength from innovation as a sustainable differentiating strategy, adding to long-term brand equity.

PARTICIPATING COUNTRIES
 • BAHRAIN • BANGLADESH • INDIA • INDONESIA • KUWAIT • MALAYSIA • OMAN • PAKISTAN • PHILIPPINES • QATAR
 • SAUDI ARABIA • SINGAPORE • SRI LANKA • THAILAND • UNITED ARAB EMIRATES



- Bahrain
- Bangladesh
- India
- Indonesia
- Kuwait
- Malaysia
- Oman
- Pakistan
- Philippines
- Qatar
- Saudi Arabia
- Singapore
- Sri Lanka
- Thailand
- United Arab Emirates



Asia's Most Admired Brands

Asia's Most Admired Brands & Leaders features the odyssey of prominent brands and leaders across Asia, specifically from the GCC member nations, the Indian sub-continent and South East Asia. This brand publication advertorials cover the sustainability, reliability, and innovativeness of passionate brands that have redefined consumer expectations, created value for its products & services, and excelled in each possibility to create trust among its consumers. This publication is also the culmination of the outstanding leadership of the key personnel behind the brand, and honors these entrepreneurs and leaders who have led from the front to elevate these brands to the stature of '**Asia's Most Admired**'.



For a healthy growing India

Food & Beverage
India



Logistics
Bahrain



Telecommunication
India



Healthcare
Singapore



Pharmaceutical
India



CITY DEVELOPMENTS LIMITED

Real Estate
Singapore



Aviation
Malaysia



Food & Beverage
Saudi Arabia



Infrastructure
India



Transportation
Singapore



Personal Care
India



Real Estate
UAE



Telecommunication
Malaysia



Oil & Gas
Bahrain



Healthcare
India



Banking
Singapore



Food & Beverage
Sri Lanka



Real Estate
India



Healthcare
India



Real Estate
Singapore



Food & Beverage
India



Retail
UAE



Hospitality
Thailand



Real Estate
UAE



Electronics Retail
UAE



Aviation
UAE



Banking
UAE



Infrastructure
Indonesia



Information Technology
India



Banking
India



Aviation
UAE



Telecommunication
UAE



Retail
Singapore



Healthcare
India



Manufacturing & Distribution
Malaysia



Banking
India



e-Commerce
India



Food & Beverage
Singapore



Hospitality
Malaysia



Education
India



Hospitality
UAE



HOUSE of PURITY
Household Products
India



Furniture and Interior Solutions
India



Telecommunication
Bangladesh



Insurance
Singapore



Infrastructure
Singapore



Apparels
Pakistan



Education
KSA



Infrastructure
India



Retail
UAE



Insurance
India



Oil & Gas
Malaysia



Stationary
India



Financial Services
India



Automotive
India



Healthcare
India



Insurance
India



Automotive
Malaysia



Aviation
Qatar



Insurance
Qatar



Education
Singapore



Education
Singapore



Banking
Singapore



Banking
Qatar



Ceramics
UAE



Food & Beverage
KSA



Healthcare & Wellness
Malaysia



Telecommunication
Qatar



Home Electronics
Singapore



Apparels
India



Oil & Gas
KSA



Infrastructure
KSA



Energy & Power
Singapore



Energy & Utilities
Malaysia



Aviation
Singapore

TATA STEEL

Infrastructure
India



Food & Beverage
India



Telecommunication
Indonesia



Telecommunication
Singapore



Education
India



Telecommunication
Singapore

TEMASEK

Investments
Singapore



Personal Care
Thailand



Food & Beverage
Singapore



Telecommunication
KSA



Pharmaceutical
India



Hospitality
India



Automotive
India



Apparels
India



Consumer Electronics
India



Information Technology
India

TATA HOUSING

Real Estate
India



Home Entertainment
India



Consumer Electronics
Bangladesh



Apparels
India



Retail
Singapore



Personal Care
 Malaysia



Oil & Gas
 Qatar

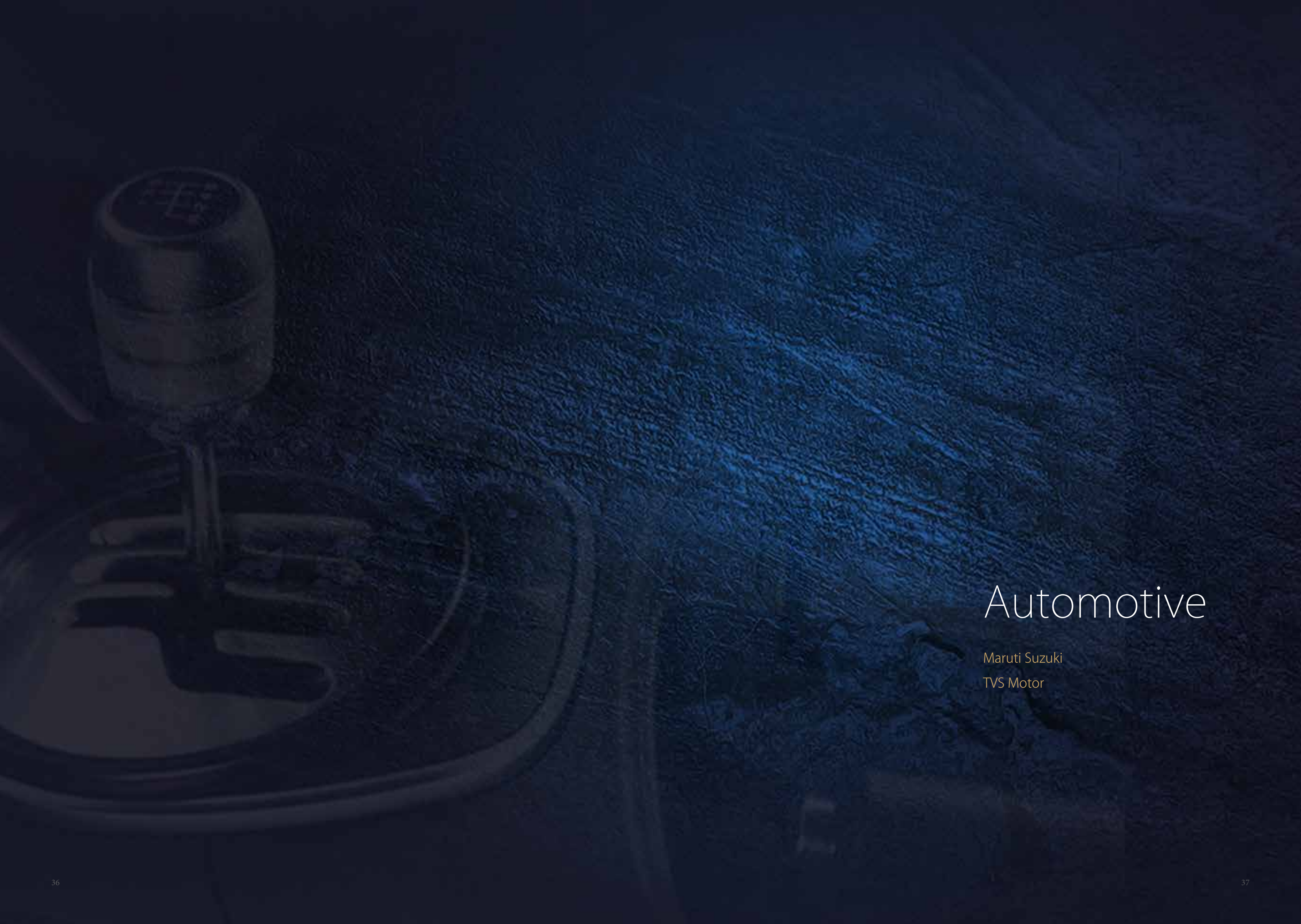


Infrastructure
 Malaysia



Telecommunication
 Kuwait

"A Brand is simply TRUST"
Steve Jobs (1955-2011)



Automotive

Maruti Suzuki

TVS Motor



HIGHLIGHTS

Maruti ranks 91 in Forbes magazine list of world's 200 most reputed companies. In the automotive sector, and ranked 7th in the world in 2005.

Awarded Gold for Maruti Suzuki at the India Manufacturing Excellence Awards (IMEA) 2009 by the Economic Times in partnership with Frost & Sullivan.

Swift topped in upper A2 Premium segment in the Total Customer Satisfaction Survey by TNS Automobile 2010.

Maruti Suzuki commenced operations in 1982. Its first factory, which was located in Gurgaon, assembled the first lot of Maruti cars in 1983. The entry of the new Maruti Suzuki 800 began a whole new chapter for the Indian market and thus began the golden days of the Indian automobile industry. The company began churning out around 40,000 cars per year. Maruti brought to the fore an entirely unheard-of dimension of business – their obsession for customer delight. It was a team of people who were bent on creating value through innovation, quality, creativity, partnerships, openness and learning – building a whole new path for the entire industry to follow.

Unmatched efficiency in production

Today Maruti is responsible for producing 1.5 million family cars; that's basically equal to producing one car in every 12 seconds. The brand name rose far above than any other at that time and gave its user great performance, efficiency and environment friendliness at a low cost of ownership. What propels the brand forward are the "millions of Indians who've put their faith in Maruti." Over 12,500 passionate professionals dedicate the best of their ability in building the brand bigger every day. Result was the creation of around 14 cars with over 150 variants in just three decades. Maruti's nationwide service network spans across 1,454 cities and towns, and the sales network spreads across 1,097 cities. It has two state-of-the-art factories which have a combined production capacity of more than 1400000 vehicles annually along with a diesel engine plant with a capacity upgraded to turn out 700000 diesel cars a year. The activities undertaken at Maruti are backed by a belief system which revolves around five major aspects – customer obsession; fast, flexible and first movers; innovation and creativity; networking and partnership; and openness and learning. As on today, Maruti exports cars to over 125 countries. These are inclusive of the highly competitive and mature European auto markets like the Netherlands, Germany, France, Italy and the UK. The industry has acknowledged its efforts in building and sustaining new international markets with the Business World International Business Awards 2012, in the Exports (Auto and Engineering) category. In February 2012, the company sold its ten-millionth vehicle in India. According to company press release, in January 2016, The Company sold a total of 374,182 vehicles in Q3, a growth of 15.5 per cent. Of this, exports were at 31,187 units, a growth of 8.6 per cent. The Company registered Net Sales (net of excise) of INR 147,677 million, a growth of 20.4 per cent over the same period in the previous year.

Obsession for customer delight and safety

Maruti ensures consumer satisfaction through continuous improvement of its products and services by following PDCA (Plan-Do-Check-Act cycle) across all functions and levels of the organisation. It fulfils its due responsibility towards the environment by reducing the pressure placed on it because of its business activities and products. It constantly strives to improve its Environmental Management System and performance. Maruti endeavours to reduce the use of natural resources, including raw materials, energy, and water as efficiently as possible by the means of practicing 3R (Reduce, Reuse and Recycle) consistently. In addition to this, the organisation endeavours to create a meaningful and lasting impact in the lives of the communities around the Company's facilities through relevant and effective social projects. It aims to enhance employability of underprivileged youth by improving the quality of skill training and designing innovative business models that create livelihood for them. It promotes safety of all road users by creating infrastructure and curriculum for quality driving training, and spreading awareness about safe driving practices. The entire Maruti team is committed to ensure a safe and a healthy working environment for all employees, visitors, contractors, vendors and persons present by preventing work related injuries and illness. Maruti has an Occupational Health and Safety Management System (OHSMS) in place to identify all workplace hazards, undertaking assessments, internal and external audits as well as all the necessary actions to prevent and control injury, ill-health, loss or damage; ensure that business at Maruti Suzuki is managed in accordance with relevant occupational health and safety legislations, standards and occupational health, safety policies, and procedures; challenge targets to measure progress, leadership support and review to ensure continual improvement; provide all the tools to ensure safe performance at work to all employees, contractors, their employees, vendors and visitors; and involve all employees and interested parties in the matters that can potentially harm health and safety at the workplace.

Largest manufacturers of car products

Maruti is not only one of the largest makers of petrol and diesel cars, but also the largest manufacturers of car-products in the country. However, apart from this there are a whole lot of other things the business is involved in, namely, Maruti finance, Maruti Suzuki insurance, Maruti Suzuki genuine accessories, Maruti Suzuki genuine parts, Maruti Suzuki driving school and AutoCard. Maruti Finance is a boon for those who dream of owning their own car. It provides customers with ideal finance deals which suit the needs and walks them through step-by-step – right from choosing the right financier, to the completion of loan formalities. Maruti insurance is an insurance brokers licensed by IRDA. It takes care of all car insurance needs on a single window concept and is trusted for their customer centric approach and services.





”

HIGHLIGHTS

More than 28 million satisfied customers.

Most awarded 2 wheeler manufacturer (2014-15)

First and the only 2 wheeler manufacturer in the world to win Deming Award for 'excellence in quality'

“

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world having a production capacity of 3 million 2 wheelers in a year. TVS has always stood for innovative, easy-to-handle, and environment-friendly products, backed by reliable customer service. More than 28 million customers have bought a TVS product to date. TVS Motor's strength lies in design and development of new products. The brand has been consistently delivering total customer satisfaction by anticipating customer need and presenting quality vehicles at the right time and at the right price.



TVS Apache RTR – “Born of a racing gene”

TVS Apache RTR, launched in 2007, was the first bike to be positioned on the racing platform for the true blue racing enthusiast. The product itself is developed by the TVS Racing Team, one of the most successful factory-owned motorcycle racing teams in the country. TVS Apache RTR has always believed that the thrill of racing cannot be explained, it has to be experienced. It is this belief that is at the soul of the brand and drives everything from the design of the bike to the marketing activities around it and its value proposition. It is a motorcycle developed by racers for racers – The bike is developed by the TVS Racing Team and has the best in class power to weight ratio, fastest acceleration of 0 to 60 in 4.5 sec, carbon fibre textures, racing ergonomics, clip on handle bars, roto petal disc brakes at front and rear making it a perfect racing machine.

TVS Apache RTR understands the need of the young racing enthusiasts for whom biking is not just a mode of transportation but a way of life and it successfully fulfils it through its product design and every communication touch point. The TVS Apache RTR ensures that every communication touch point brings alive racing and makes it more immersive. Apache noticed the blaring need for rider safety and filled the gap through its various product and marketing innovation. Thus, the TVS Apache RTR has gone beyond merely being a racing machine to being a phenomenon that enables racing enthusiasts race in a mentored, safe and supervised environment.

Awards and accolades

TVS Jupiter was the most awarded scooter of 2014. It has been felicitated with the 'Viewer's Choice Award' by NDTV Car & Bike Awards 2014, 'Scooter Of The Year' by BBC Top Gear Magazine Awards, Zee Zgnition, Motoring World, Bike India and NDTV Car & Bike Awards 2014. Jupiter was also awarded the prestigious 'India Design Mark Award' for being the most consumer-centric design. A limited edition scooter with the 'Scooter of the Year' sticker was also launched to commemorate and communicate the same. Thus, Jupiter, a 2 year old brand, has overtaken at least 15 other brands in the category to become the 2nd biggest player and has a market share of around 10%, a significant achievement considering the short span within which this was achieved.

The much sought after TVS Apache RTR has tied up with high adrenalin movies like Transformers: Age of Extinction and Fast and Furious 7 to woo intending buyers. In this extraordinary tie-up, just before the screening of the movie at Forum IMAX, viewers were introduced to the Apache Autobot – The AcceloRTR; a transformer version of Apache RTR Matte Black Edition, which the viewers could interact with.

The customer and his ever changing need is the continuous source of inspiration for TVS Motors. They have proved time and again that this sense of responsiveness along with a penchant for quality is a winning formula. A staggering number of 28 million customers have bought a TVS product to date reflecting how the innovative, easy to handle, environment-friendly and backed by reliable customer service, TVS products have given its customers only reasons to smile!

TVS Jupiter

In a world dominated by brands that are generalists wanting to be everything to every kind of audience, TVS Jupiter stands out because of its sharp focus on a specific audience and tailoring everything for this audience. Jupiter, TVS's flagship scooter brand, is targeted at a middle-aged, married, self-employed, family man. Being tailor-made for a specific audience, Jupiter has a number of practical features that have proved to be better than its closest competitors. Right from the colour of the product to the name of the brand (which symbolizes auspiciousness), everything was conceived with this audience in mind. This single-minded focus on a particular audience immediately set the product apart in the market.

The base range of TVS Jupiter has many features which are a first in the scooter category with the pass-by switch, external fuel-fill, Econometer being a few of them. Apart from these unique features, every aspect of the scooter has a value addition – largest leg space, larger comfortable seat, patented EaZy* centre stand, best in class mileage and so on. The brand came up with a tagline “Enjoy doing more” which got translated into “zyada ka fayda”, signifying a brand which gives more of everything – more power, more mileage, more comfort, more convenience, more safety and more assurance. All this has made its audience immediately bond with the brand and label it ‘a common man's scooter’.



Banking Financial Services & Insurance

DBS

Emirates NBD

Great Eastern Life

HDFC Bank

ICICI Bank

LIC

Max Life Insurance

OCBC bank

Prabhudas Lilladher

QNB



The bank's strong capital position, as well as "AA-" and "Aa1" credit ratings that are among the highest in the Asia-Pacific region, earned it Global Finance's "Safest Bank in Asia" accolade for six consecutive years, from 2009 to 2014. With operations in 17 markets, the bank has a regional network spanning more than 250 branches and offices in China, Dubai, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Myanmar, Philippines, Taiwan, Thailand, Vietnam, United Kingdom and United States and over 1,100 ATMs across 50 cities.

DBS primary operations are in Singapore and Hong Kong, two of Asia's best regulated markets, which contributed 62 per cent and 19 per cent of net profit in 2011 respectively. The bank operates two brands in Singapore - DBS and The Post Office Savings Bank (POSB). It was acquired by DBS Bank on 16 November 1998 for SGD \$1.6 billion; at the same time, ceased to exist as a statutory board under the Ministry of Finance. POSB Bank still operates one of the highest numbers of bank branches in Singapore, especially in the suburban neighbourhoods, and operates the highest number of ATM outlets throughout Singapore. The integration of both banks allowed customers of either bank to share the facilities; DBS Bank depositors may use the Cash Deposit Machine installed island wide in POSB branches, likewise for POSB Bank depositors. Together, DBS and POSB operate close to 80 branches and more than 1,100 ATMs at various locations. DBS also has leading market shares in mortgage loans and credit cards in Singapore. In Hong Kong, DBS has an extensive branch and ATM network, operating more than 50 branches and over 70 ATMs.

DBS has also been a key partner in spearheading and financing the growth of Singapore's small and medium-sized enterprises, or SMEs. In Hong Kong, DBS is a leading player in the SME banking space, with leading market shares in equipment and trade finance.

DBS is also a pioneer in the capital markets with extensive product origination and risk management capabilities. The bank was the first to launch Singapore's first real estate investment trust (REIT) in 2002 and is instrumental in meeting the growing demand of such funds in the region. It is also a well-regarded custodian for institutional investors and provider of wealth management products for individuals. A leader in treasury operations, DBS extends a broad range of capabilities in foreign exchange and derivatives, money market and securities trading to corporations and financial institutions.

Delivering banking the Asian way

Building on the strengths of its Singapore and Hong Kong businesses, DBS is steadily making its mark in the region. Greater China - comprising China, Hong Kong and Taiwan, is a key part of DBS' regional strategy. DBS is the first Singapore bank to incorporate in China in May 2007, and has a total of 35 branches and sub-branches across the country. In May 2008, DBS integrated Taiwan's Bowa Bank into its operations after acquiring the "good bank assets" in February. It now has 40 distribution outlets across the country.

In India, DBS has 12 branches across key cities like Mumbai and Delhi. In Indonesia, DBS has a 99%-owned subsidiary, PT Bank DBS Indonesia, and is rapidly expanding its footprint across the country. It currently has a network of 40 branches spread across 11 cities.

In July 2008, DBS opened the Hanoi Representative Office to spearhead the bank's development of the wholesale banking business. Then in September 2010, DBS opened its Ho Chi Minh City Branch to focus on supporting the financial needs of Singapore and Asia-based corporates with business interests in the country as well as the greater Indochina region. DBS also made inroads into the Middle East through a representative office in Dubai. In May 2007, it launched The Islamic Bank of Asia (IB Asia), a partnership between DBS and more than 30 investors from prominent families and industrial groups based in the Gulf Cooperation Council countries. IB Asia is headquartered in Singapore and has a representative office in Bahrain.

HIGHLIGHTS

DBS is a market leader in Singapore with over four million customers and also has a growing presence in the three key Asian axes of growth, namely, Greater China, Southeast Asia and South Asia. With over 250 branches across 17 markets in Asia, they are the largest bank in Singapore and Southeast Asia.

The Asian Banker termed DBS as the "Technology Implementation Awards and Promising Young Banker Award 2014" as the Best ATM and Kiosks Project, APAC & Best Cloud-Based Programme, APAC.

DBS received the Asia One People's Choice Awards 2014 for the Best Credit / Debit Card in 2014.

The Development Bank of Singapore (DBS) is a leading financial services group in Asia, with over 250 branches across 17 markets. It is headquartered in Singapore, with a growing presence in Greater China, Southeast Asia and South Asia. As a bank born and bred in Asia, DBS is well-positioned to be the perfect banking partner to capture opportunities across the region.

A bank born & bred in Asia

The bank was set up by Government of Singapore in June 1968 to take over the industrial financing activities from the Economic Development Board. The idea of creating a development bank in Singapore was first mentioned in the report of the United Nations (UN) Industrial Survey Mission to Singapore. The UN mission, headed by Dutch economist Albert Winsemius, was invited by the government in 1960 to assess Singapore's economic situation and recommend ways for the government to speed up its industrialisation programme. In its report, the UN mission,

among other things, proposed the setting up of an economic body to lead Singapore's industrialisation programme. The body would not only proactively attract foreign investments into Singapore, but also provide industrial financing and manage industrial estates. However, as the UN report also pointed out, the financing responsibility of the economic body should eventually be transferred to a development bank.

The economic body that was established was the Economic Development Board (EDB), which was formed in August 1, 1961 to plan, co-ordinate and direct the industrialisation of Singapore. By 1967, the increasing need for industrial capital resulted in the formation of the DBS to take over the financial functions of the EDB. The bank's President and first Chairman was Hon Sui Sen, who was concurrently the chairman of the Singapore Economic Development Board (EDB).

Capturing Opportunities

Today, its branches numbering more than 100 can be found island-wide. DBS is the largest bank in South East Asia by assets and among the larger banks in Asia. It has market-dominant positions in consumer banking, treasury and markets, asset management, securities brokerage, equity and debt fund-raising in Singapore and Hong Kong.



”

HIGHLIGHTS

Emirates NBD supports Fazza Championships for sixth consecutive year

In 2013, Emirates NBD celebrated its 50th anniversary, marking the Group's outstanding achievements while highlighting the bank's solid historical and financial foundations as well as its promising future.

As of 30th September 2014, total assets were AED 353.9 billion. The Group has operations in the UAE, Egypt, the Kingdom of Saudi Arabia, Qatar, Singapore, the United Kingdom, and representative offices in India, China and Indonesia.

Emirates NBD is globally recognized as one of the leading and dynamic financial services provider based in the Middle East. The leading banking group was formed on 16th of October 2007 when the shares of Emirates NBD were officially listed on the Dubai Financial Market (DFM). The Emirates NBD 2007 merger between Emirates Bank International (EBI) and the National Bank of Dubai (NBD), became a regional consolidation blueprint for the banking and finance sector as it combined the second and fourth largest banks in the United Arab Emirates (UAE) to form a banking champion capable of delivering enhanced value across corporate, retail, private, Islamic and investment banking throughout the region.

In 2013, Emirates NBD celebrated its 50th anniversary, marking the group's outstanding achievements while highlighting the bank's solid historical and financial foundations as well as its promising future.

Providing efficient one-stop solutions

Emirates NBD's vision is to be globally recognized as the most valued financial services provider based in the Middle East. It is a market leader across core business lines and the leading retail banking franchise, with more than 220 branches and over 885 ATMs and Cash Deposit Machines (CDMs) spread across the country and overseas.

The group is also a major player in the corporate banking arena. With fast-growing Islamic banking affiliated entities, strong investment and private banking services and a leadership in the field of asset management products and brokerage services, Emirates NBD is well positioned to grow and deliver outstanding value to its shareholders, customers and employees.

Emirates NBD has succeeded in securing its position in the banking and financial services sector by its consistency, reliability and commitment as a team in order to provide convenient access to banking by its presence and network. By providing efficient one-stop solutions, they help their customers in making informed decisions about their financial needs. The customers are well heard and the group assumes ownership of any issues or complaints and ensures timely resolution by anticipating their requirements and offering the right solutions.

Passion for performance

The quality which sets this leading banking group apart from the others is its passion for performance. It strives towards accepting change, being positive, making things happen, taking initiative and responsibility, having the willingness to learn and thus, improving continuously. The desire is to provide breakthrough results, achieving goals beyond the comfort zone and always delivering more than promised. The group takes pride in delivering constantly, being

proactive, as well as showing its commitment towards delivering the best. Emirates NBD builds its customer's confidentiality and is sincere and consistent in its behavior, accountable and transparent in its actions, thereby delivering all its promises.

As of 30th September 2014, total assets were AED 353.9 billion. The group has operations in the UAE, Egypt, the Kingdom of Saudi Arabia, Qatar, Singapore, the United Kingdom, and representative offices in India, China and Indonesia. Currently, more than 9,000 people, representing 70 nationalities, are employed by Emirates NBD, making it one of the largest and most culturally diversified employers in the UAE. As a national banking champion, Emirates NBD is an ambassador of economic and social progress for the entire UAE to the world.

A socially responsible corporation

Emirates NBD has received a number of accolades for its dedicated and brilliant services in the banking sector. It has won Private Banker International award 'Outstanding Private Bank in the Middle East. On 26 September 2013, Emirates NBD Asset Management Limited, the asset management arm of Emirates NBD, announced that it has been named "Best Asset Management Company," at the annual Arab Achievement Awards 2013.

As a socially responsible corporation, Emirates NBD engages in several corporate social responsibility activities, focusing mainly on priority causes in the UAE such as charity, education, environment, culture, art and sport. Preservation of the UAE culture and heritage is at the heart of the Group and in addition to supporting various initiatives that aim to preserve the UAE culture, Emirates NBD launched in 2003, the first pearl museum in the region containing the largest collection of natural pearls in the GCC. The Emirates NBD Pearl Museum is a gift from the late Sultan Al Owais, the founder of the National Bank of Dubai to the people of the UAE to remind them of their culture and heritage before the discovery of oil.

Arguably the largest life insurance company across Singapore and Malaysia, Great Eastern Life Assurance, also happens to be the oldest insurance company of Asia. It has an asset base of USD 49.4 billion and a policy-holder base of 4.7 million. Great Eastern is the only life insurance company to be listed on the Singapore Exchange. Established in 1908, today Great Eastern is said to be the only insurance company to have two distribution channels, namely, tied agency and bancassurance.



A well integrated network of services

In 1999, Great Eastern Life underwent restructuring and became a wholly owned life insurance arm of a financial service holding company – Great Eastern Holdings Limited. This was followed by a merger between Great Eastern Holdings and Overseas Assurance Corporation in 2000. It was in 2004 that Great Eastern Holdings became a substantially owned subsidiary of OCBC Bank, Singapore's longest established local bank. The fact that the company has over 2.6 million policies in force served by 24 branch offices and a service network of more than 17,000 agents nationwide speaks volumes of how well-integrated the whole network of the company is. Great Eastern has bagged many awards since its inception, one of which is the Singapore Brand Award organised by IE Singapore, which it had won for the fifth year running in 2006. It is also well regarded as one of Singapore's top ten Most Valuable Brands and its brand value increased from USD 487 million in 2005 to USD 554 million in 2006. Apart from its headquarters in Singapore and around 30 branches

in Malaysia, Great Eastern has a branch office in Brunei since 1975, a subsidiary company in Indonesia since 1996, and representative offices in Hanoi and Ho Chi Minh City. A joint venture between Great Eastern and Chongqing Land Properties Group was launched in mid 2006 which resulted in the formation of Great Eastern Life Assurance (China). This new wing is today headquartered in Chongqing which acts as the bridgehead for its expansion plans into the rest of China.

Going beyond the traditional role

In 2010, Standard & Poor's gave Great Eastern a rating of AA+ which is counted as one of the highest among all the Asian life insurance companies. Great Eastern believes in going beyond the traditional role of an insurance company and for that it tries to actively help customers live healthier, better and longer. This is why, in 2012, the company refreshed its brand purpose and became a LIFE company. In order to justify this newly adopted facet the company started an integrated health and wellness Live Great programme. Through this Great Eastern provides wellness tools, mobile apps, health tips, workshops and special events along with exclusive privileges which help and reward customers in their journey to a better and healthy life. And quite rightfully, Great Eastern was named Life Insurance Company of the Year 2013 at the 17th Asia Insurance Industry Awards by Asia Insurance Review. This award was given to showcase its excellence in customer service; for constantly evolving to meet customers' needs; for bringing customer engagement to a new level with its industry-first Live Great programme and for actively promoting health and wellness to the community at large. It received the same award back in 2011 also. In 2013, Great Eastern was ranked tenth in the "Top 100 Singapore Brands 2013"

by Brand Finance – a leading independent intangible asset and brand valuation consultancy. Great Eastern was also conferred the "Most Admired Financial Institution" award by the Securities Investors Association of Singapore (SIAS). This award was given at the SIAS 10th Anniversary and Investors' Choice Awards in 2009. In the same year Great Eastern made a goodwill offer to redeem 600 million GreatLink Choice (GLC) units from its policyholders at their original purchase price. This offer addressed the growing concerns among policyholders over the potential collapse of these products as a result of the global financial crisis.

Integrity, initiative and involvement

Great Eastern envisions becoming the leading financial service provider in Asia, recognised for its excellence. What drives the company towards such excellence are its three core values, namely, integrity, initiative and involvement. Integrity helps it maintain high standards of performance, enables fair dealing as the basis of our business to safeguard customer interest and provide quality holistic financial planning. Initiative allows it to strive for excellence in every sphere of business, helps it stay customer-focused, keeps it proactive in their approach and, also helps it improve, innovate and generate new ideas. And last is involvement. It helps in fostering a strong sense of belonging for all stakeholders, enables it to create an ideal environment to promote growth and development and helps in adopting a team approach which is governed by respect and courtesy eventually making it a responsible member of the community.



HIGHLIGHTS

'Life is Great!' The Company's tagline championing for continuous growth, Great Eastern Life is on track to be the leading financial service provider in Asia, recognised for our excellence as the Company celebrated its 105th Anniversary on 26 August 2013.

Great Eastern was named Life Insurance Company of the Year at the 17th Asia Insurance Industry Awards by Asia Insurance Review twice in 2011 and 2013.

Brand Finance has ranked Great Eastern 10th in its "Top 100 Singapore Brands" 2013 league table. Its brand value improved slightly to US\$1.419 billion (US\$1.413 billion in 2012) while its Enterprise Value grew significantly by 22.7% to US\$5.832 billion.

The Housing Development Finance Corporation Limited (HDFC) is India's premier housing finance company and enjoys an impeccable track record in India as well as in international markets. It was incorporated in August 1994 and as of December 31, 2015, the Bank had a nationwide distribution network of 4,281 branches and 11,843 ATM's in 2,505 cities and towns.

HDFC was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of RBI's liberalisation of the Indian Banking Industry in 1994 and was hence incorporated in August 1994 in the name of 'HDFC Bank Limited', with its registered office in Mumbai, India. It commenced its operations as a Scheduled Commercial Bank in January 1995.

Extensive distribution network

HDFC Bank has a huge distribution network. As of June 30, 2015, the Bank's distribution network was at 4,101 branches where all branches are linked on an online real-time basis. Customers across India are also serviced through multiple delivery channels such as Phone Banking, Net Banking, Mobile Banking and SMS based banking. The Bank's expansion plans take into account the need to have a presence in all major industrial and commercial centres, where its corporate customers are located, as well as the need to build a strong retail customer base for both deposits and loan products. The Bank also boasts of a wide network of 11,962 ATMs across India. HDFC Bank's ATM network can be accessed by all domestic and international Visa / MasterCard, Visa Electron / Maestro, Plus / Cirrus and American Express Credit / Charge cardholders. Since its inception, the Corporation has maintained a consistent and healthy growth in its operations to remain the market leader in mortgages with an outstanding loan portfolio covering over a million dwelling units. HDFC has developed significant expertise in retail mortgage loans to different market segments and also has a large corporate client base for its housing related credit facilities. With its experience in the financial markets, strong market reputation, large shareholder base and unique consumer franchise, HDFC was ideally positioned to promote a bank in the Indian environment.



Prioritizing technology

Keeping at par with the digitalized and tech-savvy world today, HDFC Bank operates in a highly automated environment in terms of information technology and communication systems. All the bank's branches have online connectivity, which enables the bank to offer speedy funds transfer facilities to its customers. Multi-branch access is also provided to retail customers through the branch network and Automated Teller Machines (ATMs).

Apart from this, the Bank has made substantial efforts and investments in acquiring the best technology available internationally, to build the infrastructure for a world class bank. In terms of core banking software, the Corporate Banking business is supported by Flexcube, while the Retail Banking business by Finware, both from i-flex Solutions Ltd. where the systems are open, scaleable and web-enabled.

The Bank has prioritised its engagement in technology and the internet as one of its key goals and has already made significant progress in web-enabling its core businesses. In each of its businesses, the Bank has succeeded in leveraging its market position, expertise and technology to create a competitive advantage and build market share.

A wide range of banking services

HDFC Bank caters to a wide range of banking services covering commercial and investment banking on the wholesale side and transactional / branch banking on the retail side. The bank has three key business segments- wholesale banking, treasury and retail banking.

With wholesale banking, the Bank aims to target a market that is primarily large, blue-chip manufacturing companies in the Indian corporate sector and to a lesser extent, small & mid-sized corporates and agri-based businesses. For these customers, the Bank provides a wide range

of commercial and transactional banking services including working capital finance, trade services, transactional services, cash management, etc. along with structured solutions, which combine cash management services with vendor and distributor finance for facilitating superior supply chain management for its corporate customers. It is recognised as a leading provider of cash management and transactional banking solutions to corporate customers, mutual funds, stock exchange members and banks.

Within its treasury business, the bank has three main product areas - Foreign Exchange and Derivatives, Local Currency Money Market & Debt Securities, and Equities. With the liberalisation of the financial markets in India, corporates need more sophisticated risk management information, advice and product structures. These and fine pricing on various treasury products are provided through the bank's Treasury team.

The objective of the Retail Bank is to provide its target market customers a full range of financial products and banking services, giving the customer a one-stop window for all banking requirements. The products are backed by world-class service and delivered to customers through the growing branch network, as well as through alternative delivery channels like ATMs, Phone Banking, Net Banking and Mobile Banking.

HDFC Bank began its operations with a simple mission: to be a "World-class Indian Bank". A single-minded focus on product quality and service excellence has helped the bank to reach where it is today and helping it consistently move forward towards that goal. Undoubtedly, all its efforts towards providing customer convenience have been appreciated both nationally and internationally.



HIGHLIGHTS

HDFC Bank was incorporated in August 1994. As of December 31, 2015, the Bank had a nationwide distribution network of 4,281 branches and 11,843 ATM's in 2,505 cities and towns.

January 30 2016: Won Bank of the year and Best Digital Banking Initiative Awards in Business- KPMG study of India's Best Banks in three categories: Overall, Growth and Quality of Assets.

2014: Strongest Bank in India in the Asian Banker 500 (AB 500) Strongest Bank by Balance Sheet Ranking 2014.



Arguably the most successful private bank in India, ICICI Bank began its journey two decades ago in 1994, as the wholly-owned subsidiary of ICICI Limited. Standing true to its belief, "hum hainna..." (We are there for you), ICICI Bank's name is synonymous with trust and dependability. On the basis of its assets (INR 5,946.42 billion as on 31st March, 2014) and market capitalisation of 2014, ICICI Bank ranks as the second largest name in the Indian banking, financial services and institutions (BFSI) sector.

Its subsidiary in the United Kingdom has also established two of its branches that are located in Germany and Belgium. Other subsidiaries of the bank are located in Russia and Canada. In the fiscal year 1998, ICICI Limited's shareholding in ICICI Bank was reduced to 46 per cent through a public offering. Other activities that led to this shareholding reduction were the equity offering that was made in the form of American Depositary Receipts (ADRs) listed on the New York Stock Exchange (NYSE) in 2000, the bank's acquisition of Madura Limited in an all-stock amalgamation in 2001, and the secondary market sales carried out by ICICI to institutional investors in 2001, and then again in 2002.



Offering diversified financial services

ICICI Limited was originally started in 1955 at the initiative of the government of India and representatives of the Indian industry, and the World Bank. The intention was to "create a development financial institution for providing medium-term to long-term project financing to Indian businesses". By the time the 1990s came to a close, ICICI had transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. By 1999, ICICI Bank became the first non-Japanese bank of Asia to be listed on the NYSE.

In 2001, a significant year, the board of directors approved the merger of ICICI Bank with ICICI Limited and two of its wholly-owned subsidiaries that were ICICI Personal Financial Services Limited and ICICI Capital Services Limited. This move was approved by ICICI and ICICI Bank shareholders in 2002. In the same year, the merger was also given a green signal by the High Court of Gujarat, the High Court of Judicature at Mumbai and the Reserve Bank of India. A whole lot of benefits were derived from this merger. The merger enhanced the value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services.

The merger also enhanced the value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market share in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries.

As on this date, ICICI Bank has representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia.

and financial inclusion. Prior to this, a non-profit group – Social Initiatives Group (SIG) was established within the bank in the year 2000, which pioneered their work on primary health, elementary education and access to finance.

A socially active corporation

With a vision "to be a leading institution for the promotion of inclusive growth in India by contributing to the key enablers required for widespread participation in economic opportunities in the country", ICICI founded the ICICI Foundation for Inclusive Growth (ICICI Foundation). Since its inception in 2008, ICICI Foundation has consistently aimed to promote inclusive growth in India through focused initiatives in the identified areas including primary healthcare, elementary education, skill development and sustainable livelihoods,

Admirable milestones

Recently, in order to commend the job done by ICICI Bank over such a small period of time, it was recognised as one of the 'Top Companies for Leaders' in India in a study conducted by Aon Hewitt. Its present chief executive officer (CEO), Chanda Kochhar, was awarded the Best CEO - Private Sector category at the Forbes India Leadership Awards 2013. Moreover, it was also felicitated with the 'Best Retail Bank in India', 'Best Micro-finance Business' and 'Best Retail Banking Branch Innovation' under the 'Excellence in Retail Financial Services awards 2014' by The Asian Banker.

Express Home Loan
Get Home Loan sanctioned online within 8 working hours

T&C apply

HIGHLIGHTS

In 1999, ICICI become the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the NYSE.

ICICI Bank has been awarded the 'Best Retail Bank in India', 'Best Microfinance Business' and Best Retail Banking Branch Innovation' under the 'Excellence in Retail Financial Services awards 2014' by The Asian Banker.

ICICI Bank won the Asian Banking & Finance Retail Banking Award 2013 for the Online Banking Initiative of the Year.

Home Loan @ 10.15%*

- ✓ Interest rate for women @10.10%*
- ✓ Up to 30 year* tenure with smaller EMIs
- ✓ Switch over to ICICI Bank Home Loans with top up facility

APPLY ONLINE mysavings rewards Earn PAYBACK points

Terms and Conditions apply

Choose how protected you want to be, easily.

LIC's Jeevan saral Monthly Premium x 250 = Life Cover

LIC

www.licindia.in



The field of insurance has taken a giant leap at the threshold of twentieth century. Insurance has become an integral part of life of man all over the globe. When it comes to India, making its way to the top is the Life Insurance Corporation of India (LIC) - an Indian state-owned insurance group and investment company headquartered in Mumbai. It is the largest insurance company in India with an estimated asset value of INR 1,560,482 crore (US\$250 billion).

Decades of commendable services

The company was founded in 1956 with over 245 insurance companies and provident societies merging to create the state-owned Life Insurance Corporation after the Parliament of India passed the Life Insurance Corporation Act on 19th June of 1956 that nationalized the private insurance industry in India. It was created with the objective of spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost.

In 1956, LIC had 5 zonal offices, 33 divisional offices and 212 branch offices, apart from its corporate office. Subsequently, a need was felt in the later years to expand the operations and place a branch office at each district headquarters. Re-organization of LIC took place and large numbers of new branch offices were opened. As a result of re-organization servicing functions were transferred to the branches, and branches were made accounting units. It worked wonders with the performance of the corporation. It may be seen that from about INR 200 crore of new business in 1957 the corporation crossed 1,000 crores only in the year 1969-70, and it took another 10 years for LIC to cross INR 2,000 crore mark of new business. But with re-organisation happening in the early eighties, by 1985-86 LIC had already crossed INR 7,000 crore sum assured on new policies.

Today LIC functions with 2048 fully computerized branch offices, 109 divisional offices, 8 zonal offices, 992 satellite offices and the corporate office. LIC's Wide Area Network covers 109 divisional offices and connects all the branches through a Metro Area Network. LIC has tied up with some Banks and Service providers to offer on-line premium collection facility in selected cities. LIC's ECS and ATM premium payment facility is an addition to customer convenience. Apart from on-line Kiosks and IVRS, Info centres have been commissioned at Mumbai, Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, New Delhi, Pune and many other cities. With a vision of providing easy access to its policyholders, LIC has launched its SATELLITE SAMPARK offices. The satellite offices are smaller, leaner and closer to the customer. The digitalized records of the satellite offices will facilitate anywhere servicing and many other conveniences in the future. LIC has issued over one crore policies during the current year. It has crossed the milestone of issuing 1,01,32,955 new policies by 15th Oct, 2005, posting a healthy growth rate of 16.67 per cent over the corresponding period of the previous year.

Providing efficient services with courtesy

Today, the largest insurance company of India offers a wide variety of insurance products to its customers such as insurance plans, pension plans, unit-linked plans, special plans and group schemes. But what sets it apart from the rest is the way it bears in mind, the investment of funds, the primary obligation to its policyholders, whose money it holds in trust, without losing sight of the interest of the community as a whole; the funds to be deployed to the best advantage of the investors as well as the community as a whole, keeping in view national priorities and obligations of attractive return. Spread Life Insurance widely and in particular to the rural areas and to the socially and economically backward classes with a view to reaching all insurable persons in the country and providing them adequate financial cover against death at a reasonable cost. It aims at maximize mobilization of people's savings by making insurance-linked savings adequately attractive, conducting business with utmost economy and with the full realization that the moneys belong to the policyholders and meeting the various life insurance needs of the community that would arise in the changing social and economic environment. LIC has thus, successfully involved all people working in the Corporation to the best of their capability in furthering the interests of the insured public by providing efficient service with courtesy.

Open your happiness account

A unique blend of insurance and investment, with guaranteed returns.

- Guaranteed returns: Minimum 6% p.a.
- Lock-in period: 3 years
- Loan availability: After first year itself
- Income tax benefits: As per prevalent laws

Bima Account-I (Plan No. 805, URN: 512N243V91)		Bima Account-II (Plan No. 806, URN: 512N243V91)	
Entry Age	11 to 40 years	Entry Age	8 to 40 years
Policy Term	5 to 7 years	Policy Term	10 to 15 years
Premium Range	Rs. 7,000 to Rs. 14,000 yearly	Premium Range	Rs. 15,000 yearly, no upper limit
Risk Cover	10 to 20 times of annualized premium	Risk Cover	10 to 30 times of annualized premium
Medical	No medical examination		

Introducing LIC's BIMA ACCOUNT
New Linked Variable Life Insurance

Visit us at www.licindia.in OR
TMS CITY to 564773, e.g. Mumbai

LIC

भारतीय जीवन बीमा निगम LIFE INSURANCE CORPORATION OF INDIA

Zindagi ke saath bhi, Zindagi ke baad bhi.

Lightening lamps of security

Apart from its much acclaimed services, LIC has added another feather to its cap by establishing the Golden Jubilee Foundation as a charity organization in 2006. This entity has the aim of promoting education, alleviation of poverty, and providing better living conditions for the under privileged. Out of all the activities conducted by the organization, a Golden Jubilee Scholarship award is the best known. Each year, this award is given to the meritorious students in standard XII of school education or equivalent, who wish to continue their studies and have a parental income less than INR 100,000 (US\$1,600).

LIC continues to be the dormant life insurer, even in the liberalized scenario of Indian Insurance and is moving fast on a new growth trajectory crossing many milestones and surpassing its own past records. The same motives that inspired our forefathers to bring insurance into existence in this country inspire LIC to take this message of protection to light the lamps of security in as many homes as possible and help the people in providing security to their families.



HIGHLIGHTS

The Corporation received the best BFSI brand by Pan Pacific Singapore in 2013.

The Corporation also received the Asian Sustainability Leadership Award for Outstanding Social Impact & Best Overall Sustainable Performance.

They also won the CNBC TV 18 Award for Outstanding Financial Professional and Overall Leading Insurance Company in 2012.





Long before the word 'admiration' became a catchphrase in corporate boardrooms, it had found a strong and secure place with the founding team of Max Life Insurance. Way back in 2001, when the company was formed, it set out with the vision to become the most admired life insurance company in India. Ambitious was an under-statement to describe this intent. This was a country where life insurance only meant Life Insurance Company of India. The private sector had just opened up but Max Life did not belong to the league of stalwarts who had the might, resources and legacy by virtue of operating in banking, finance or other large businesses, which gave them a clear upper edge.

A decade and a half later, admiration stands duly earned among customers, employees, partners, and industry alike. But the journey to become the most admired by securing the financial future of its customers continues to guide the brand and its people in their work every single day.

For a life insurance brand, admiration is fundamentally an outcome of trust that consumers place in it. Over the years, Max Life has made several successful strides to earn the faith and confidence of millions of policyholders. Notable among those are shared below.



Financial Strength

A financially strong and stable company is integral to earning consumer trust. The Company recorded a total revenue of Rs. 9,533 crore and shareholders' profit before tax of Rs. 477 crore for the Financial Year 2014-15. The Company's share capital of Rs. 2,115 crore with a solvency margin of 425% is a clear indication of its financial strength. As on 31st March 2015, Max Life Insurance had assets under management of Rs. 31,220 crore, Rs. 8,172 crore of Gross Written Premium and Rs. 2,26,701 crore of Sum Assured.

Honesty at the Core

In a complex category where consumers require guidance and information to take the right decision, it is easy to mislead and serve one's own interests. Max Life, however believes that honesty is the only way to build relationships and trust among consumers. The Company's agent advisors strictly adhere to an advice-based selling model, requiring them to follow a structured approach to identifying customer's needs and gaps with regard to financial planning and then recommending the appropriate solution.

Brand communication is also pegged on this very strength. The 'Aapke Sachche Advisor' campaign series positioned Max Life agents as sincere, honest and knowledgeable. Unswayed by the devil, they believe in doing what is right for the customer above everything else. In fact, the brand was the first life insurer in India to take the industry malaise of mis-selling head on and addressed key issues faced by consumers during the pre and post sales process. More recently in 2015, the brand took another step towards building the category by honestly advising young consumers to start saving small amounts early and invest in a long term savings instrument like life insurance.

In future, the brand will focus on advising consumers on the critical role that life insurance plays in securing the family's future well-being in case of death, illness or disability of the household financial provider(s). This would imply focusing disproportionately on pure protection and protection-oriented plans, thereby educating consumers on the most important reason for choosing insurance.



The other dimension of honesty is transparency. The brand earnestly endeavors to simplify plans and be transparent about facts, features and information. This approach led it to launch yet another industry first – the Key Feature Document (KFD) for its products. The KFD summarizes and outlines all key details pertaining to a customer's policy, so as to make them aware of all critical aspects of their policy in an attempt to demystify the complexity associated with policy contracts.



Strong Fundamentals-Lineage, Products and Partnerships

The company is a joint venture between Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Financial Services Ltd. is part of the Max Group, which is a leading Indian multi-business corporation, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance Group, which is amongst the leading insurers in the world.

Max Life serves its customers through a comprehensive range of long term savings, protection and retirement solutions. The Company offers superior investment expertise and distinguishes itself through advice-based sales and quality service. Its multi-channel distribution architecture that includes agency distribution, bancassurance, partnership distribution, Customer Advisory Team and Group business, help the brand to reach out to consumers in over 540 districts of the country. E-commerce is the latest addition to its distribution might and it has already become a formidable player in this segment by recognizing consumer needs, developing product solutions and providing a seamless experience on its digital platform.

Customer Centricity

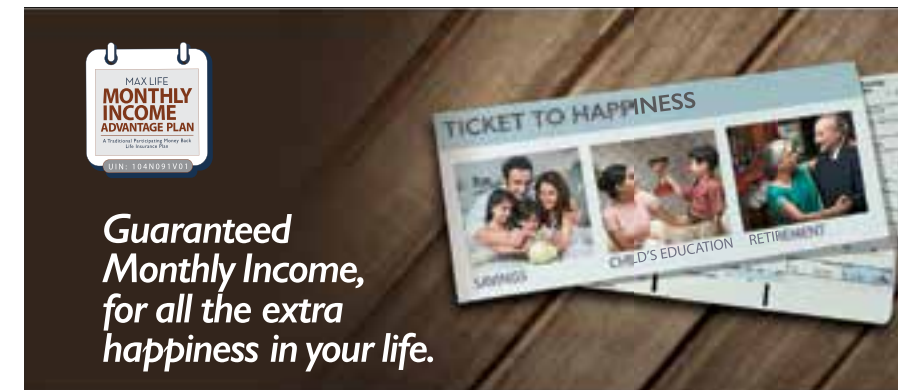
The brand considers providing a superior customer experience, not just as a priority, but as central to its existence. Max Life was first brand in Indian life insurance to introduce 15 days freelook period, claims guarantee and service promise which have, over the years, become industry benchmarks. As a proactive step towards service excellence, it launched the "Treating Customer Fairly" (TCF) policy. The TCF policy aims to raise standards in the way the Company interacts with customers at every touch point right from pre-sales engagement through the policy journey.

The Company further recorded one of the lowest customer complaints incidence rate at 0.15 complaints per thousand for the financial year 2014-15 and resolved 100% of the customer complaints within the specified time of 14 days. It also had the industry best claims payment ratio with 95.5% of all death claims paid during the same financial year.

Superior Consumer Experience by Leveraging Technology and Digital

Max Life has setup a Digital Centre-of-Excellence in-house with an aim to deploy cutting edge initiatives to deliver superior and uniform experience to its customers, as well as distributors and employees. As the customer journey moves across both offline and online channels, the Centre is focussed on creating a seamless journey for them across channels and assets.

Simultaneously, the sellers in the offline channels are being digitally enabled right from lead generation, prospecting, consumer conversations all the way to post-sales servicing to create consumer delight. The brand also deeply leverages technology, social, mobile



and analytics to reach out in meaningful ways to new consumers, cut down on response time and offer convenience and value to its current policyholders.

Human Capital guided by the Right Values

People are the brand's biggest assets and its real competitive advantage. They embody the organizational values of Caring, Credibility, Collaborative and Excellence and use them as guiding light in all their actions. Max Life also places a strong emphasis on employee friendly practices leading to high levels of employee engagement and motivation. This is reflected in the recognition that the Company received recently from the Great Places To Work Institute, India, as one of the best workplaces in the industry.

Corporate Social Responsibility

Max Life works with the Max India Foundation, an independent social service arm of Max Group to help the underprivileged children of society. It has carried out multiple initiatives focused on health awareness and healthcare. Lately, the company has adopted village Dhakrani in Uttarakhand to make it into a model village.

In future, the brand will continue to be inspired by honesty, evolving consumer needs and technology to create superior products, solutions and experiences that reinforce trust and give new reasons for consumers to prefer, admire and put their faith in Max Life Insurance.

HIGHLIGHTS

- 2001: Exceeded INR 1000 Crore in Sum Assured.
- First company to provide Freelook period of 15 days to the customer. This was later made mandatory by the regulator.
- Celent Asia Insurance Technology Award - New Business Model Leveraging Mobile Applications.



Started in 1932, Oversea-Chinese Banking Corporation (OCBC), is said to be the oldest financial services organisation of Singapore. It was established as a result of a merger which took place between three local banks at that time. Those three banks were Oversea-Chinese Bank, Ho Hong Bank and Chinese Commercial Bank, the oldest of the lot which was established in 1912. If measured on the scale of total assets of an organisation, OCBC ranks as the second largest banking group of Singapore. OCBC runs its banking operations under the brand names of OCBC Bank, Bank OCBC NISP and Bank of Singapore which have a presence in more than 15 countries. Apart from this, OCBC has strategic stakes in other financial services businesses operating under independent brands. For instance, Great Eastern takes care of insurances, Lion Global Investors takes care of asset management and, OCBC Securities and Bank of Singapore Securities takes care of brokerage services. Thanks to this vast spread of specialist financial and wealth management services that OCBC has today become an integral part of people's lives. Other facilities the organisation has in store for its customers are deposit-taking and personal lending, credit cards, corporate and enterprise banking, cash management, international trade financing, investment banking, private banking and treasury.

HIGHLIGHTS

The second-largest banking group in Singapore by total assets is also one of the largest listed banks in South East Asia by market capitalisation and have more than 20,000 employees globally.

OCBC Bank has been ranked by Bloomberg Markets magazine as the World's Strongest Bank for two years, 2011 and 2012.

Best Bank in Singapore; Global Finance Best Developed Market Banks 2013, the Bank of the Year 2012, Singapore; The Banker 2012 & Among the World's 50 Safest Banks; Global Finance 2012.

New Horizons

OCBC is listed on the SGX-ST as one of the largest listed companies in Singapore by market capitalisation and also as one of the largest listed banks in South East Asia by market capitalisation. To handle such a massive and diverse business houses, no less than 20,000 dedicated people are employed globally. But to keep a company running having the right strategy is just as imperative as having the right people. And thus, OCBC came up with a series of five year plans and called them New Horizons. The New Horizon I, which lasted from 2003 to 2005, transformation was seen across its Malaysian operations. Another development was the expansion of its regional network through strategic investments in Indonesia and China. The New Horizon II, which lasted for the next five years, saw market improvement on its market position front in Singapore and Malaysia specifically. Its presence in Indonesia and China was strengthened and its wealth management franchise expanded across multiple product and distribution platforms and customer segments. The current strategy in place is the New Horizon III which will oversee its working from 2011 to 2015. These five years have seen and will see a whole band of other changes and developments.

Building best in class products

On the customer front the aim is to sustain its 'one of top three consumer banks' position, and meanwhile, secure a slot for itself on the 'top three corporate banks in Singapore and Malaysian markets' ranking. It endeavours to build more best-in-class products and become known for product innovation by sustaining 15 per cent revenue contribution from new products annually. If all goes as planned then by the end of 2015 OCBC might secure a position in the list of top three banks for wealth management, credit cards and unsecured lending in the

combined Singapore-Malaysia market. New Horizon III also underlines the benefits OCBC plans to draw out for its shareholders. The aim is to deliver 10 per cent earnings per share growth annually clubbed with a sustained return on equity of more than 12 per cent. Indonesia-centric plans deal with building on the enlarged OCBC NISP franchise to invest and grow more effectively through a single business presence. And the China-centric plans involve expanding its business through closer integration of its operations across Greater China, including Hong Kong and Taiwan, and building its private banking business through Bank of Singapore.

Laudable achievements

For such constant breakthroughs OCBC has been felicitated with various honours at a number of occasions throughout its history. In 2012 at the Singapore Corporate Awards it received a gold award for being the best managed board in the 'market capitalisation of S\$1 billion and above' category, became one of the 'World's 50 Safest Banks' as per Global Finance and, received the SIAS Investors' Choice Award for its 'Internal Audit Excellence' and for being the 'Most Transparent Company - Finance Category'. Soon after some time in 2013 it was ranked as the 'Best Bank in Singapore' as per the Global Finance Best Developed Market Banks 2013, labelled as the 'Most Attractive Employer' in the banking and finance category by Randstad and received the Singapore Corporate Governance Award in the Big-Cap category at the SIAS Investors' Choice Awards.



HIGHLIGHTS

Prabhudas Lilladher has been consistently rated amongst the best brokerage houses for its research by the Asiamoney Brokers Poll

In 71 years, the company has seen a massive growth of 800 folds in terms of gross revenue and 35 folds in terms of man power.

All of Prabhudas Lilladher's offerings and operations are backed by its excellent technical infrastructure which is the best in the industry, ensuring speed, accuracy, security and 24x7 service and support to clients.

Seven decades of powering financial growth

Started in 1944 as a standalone brokerage firm, Prabhudas Lilladher (PL) today is one of India's leading financial service houses, offering clients a wide range of financial products and services under one roof. Built on strong adherence to ethics, uncompromising dedication to quality and an attitude of excellence, PL has driven its growth over the years on these guiding principles. Today, the group has expanded its reach to offer its services across the length and breadth of the country - its distribution network comprises

340+ offices in 140 cities, including ProgressPartners. With a team of dedicated experts and a nationwide network, PL offers a comprehensive gamut of financial services in the Institutional and Retail domains. PL's commitment to nurturing lasting relationships is at the heart of building such endearing growth for clients and themselves. The organization has always believed in building mutual growth through trust and transparency.

Innovative solutions and cutting-edge technology are PL's key to powering financial growth for clients. The organization believes in being nimble, agile, responsive and delivering services with a highly customer-centric approach. PL developed its in-house technologies much before other broking houses got on to computerization. Its dedicated in-house technology team is constantly creating solutions that make it easier to decipher trends, analyse markets and provide 24x7 services to clients. The product offerings are equally innovative, and with solutions that meet evolving market needs. For example, InvestActive, an equity research product is one of PL's recent products that offers growth opportunities in the highly dynamic market scenarios prevailing today. PL's innovative product offerings and its technology strength have been the key to its growth for over seven decades.

Throughout its history, PL has been guided by its fundamental values of Integrity, Responsiveness, Enterprising, Expertise and Ambition. These values are constantly promoted

and practiced by the PL Management Team in the everyday functioning of the organization. The PL Management Team is comprised of Mr. Arun Sheth (Chairman & Managing Director), Mr. Dhiren Sheth (Jt. Managing Director & Group Vice Chairman), Mr. Dilip Bhat (Jt. Managing Director), Ms. Amisha Vora (Jt. Managing Director) and Mr. Mihir Sheth (Group Director). Having been a part of the industry and seen the highs and lows of the markets for so many years, they have garnered a unique perspective that helps drive growth for clients and the organization. Their opinions and perspectives on various aspects of the markets are sought-after by print media and business channels.

PL's growth over the years is also attributed to its industry renowned research. The

Industry leading expertise proven by numerous

awards & accolades

- Ranked 15th amongst India's Best Local Brokerage in Asiamoney Rankings 2015
- Ranked amongst Best Analysts in Asiamoney Rankings 2015
- Ranked best in various sectors in Asiamoney Rankings 2015
- Ranked amongst Top Broking Houses at Institutional Investor Polls 2014
- Ranked amongst leading small cap research houses in Asiamoney Rankings 2013



Indian markets are calling. It's the right time to take the call!

Smart investing means recognising opportunities well ahead of others, staying deeper and exiting when the story matures. It also means ignoring rumours and knowing that guidance from experts is by your side every single day of the year.

InvestActive, Prabhudas Lilladher's equity research product, presents a well balanced, diversified basket of stocks that has delivered pathbreaking performance.



51.30% outperformance over CNX Nifty since inception*

Unique 70/30 allocation strategy to ensure lowest possible volatility

Backed by PL's research prowess and experience built over seven decades

*InvestActive recommendations are derived from investmenttrading suggestions given by our Research Team at various intervals. It's indicative performance assumes that client acted purely as per the buy / sell / hold / stop loss / exit recommendations without any deviations. The indicative performance should not be construed as actual performance of any particular client.

PL Research Team is comprised of dedicated teams for technical and fundamental research, constantly analysing companies, sectors and markets. PL's internally developed analytical tools and models consistently provide clients an edge.

Findings from the Research Team are presented to clients in painstakingly developed and robust Research Reports, which include Company Reports, Sectoral Reports and Thematic Reports. PL also offers Strategic Reports which offer clients an outlook on ongoing and upcoming global and domestic events, and their effect on the markets. PL's objective, uncomplicated and reliable research reports on global markets and equity, empower institutional investors to take informed investment decisions, and form the basis of investment strategies of products and services.

OUR PMS STRATEGY DELIVERS STELLAR PERFORMANCE

Since its restructuring on 19th August 2013, our PMS strategy, Equigrow, has crossed 100% returns till date*. This is 61% over the benchmark Sensex. Moreover, our PMS Multi Strategy has also delivered almost 90% during the same period, outperforming the benchmark Sensex by more than 40%. Given below is a snapshot of our performance.

PL PMS: Strategy Wise Performance

Performance as on 31-12-2015				
	Multi Strategy Portfolio (%)	Equigrow Strategy Portfolio (%)	Sensex (%)	Nifty (%)
Post New Investment Team#	91.2	109.4	43.3	47.4
Two Yearly	61.3	72.7	23.7	26.4
Yearly	10.2	13.7	-5.0	-4.0
Half Yearly	7.6	10.3	-6.0	-5.0

#Since 19th August 2013
Note: The above strategy returns are of Model Clients as on 31st December 2015. Returns of individual clients may differ depending on time of entry in the strategy. Past performance may or may not be sustained in the future and should not be used as basis for comparison with other investments. Strategy returns shown above are post fees and expenses.

PL's Portfolio Management Services is one of the organization's most renowned offerings. It was initiated in 2009 to offer complete assistance in delivering growth to investors. It offers solutions based services on complete need analysis that are uniquely designed to meet growth goals in a holistic manner. With PMS, PL offers the benefit of professional money management with the flexibility, control and potential tax advantages of owning individual stocks or other securities.

InvestActive is PL's unique equity research product. It works on the principle of achieving a balance of trading and investing in one's portfolio, and adapting a disciplined approach. Investing strategies are aimed at benefitting from macro economic trends and analysis of each company's fundamentals. Trading strategies aim to take advantage of sharp short term movements.

A measure of PL's success is the performance of its products and services, which have regularly beaten market returns. PL's research team is constantly scanning the markets to bring winning strategies to clients. The Research Team has made a name for itself as one of the best in the industry. Its expertise has been proven time and again with the various awards and accolades it has garnered over the years. For the past few years, PL and its research analysts have consistently featured amongst the best, in the Institutional Investor Polls and Asiamoney Rankings. Amisha Vora (Jt. Managing Director) was awarded for 'Outstanding Contribution to the Equity Markets' at the Zee Business Market Analyst Awards 2014.

Qatar National Bank (QNB) has steadily grown to be the largest bank in the Middle East and North Africa Region, and is by far the leading financial institution in the country with a market share around 45 per cent of banking sector assets. It was established in 1964 as the country's first Qatari-owned commercial bank, has an ownership structure split between the Qatar Investment Authority (50 per cent) and the private sector (50 per cent). QNB, ranked World's Strongest Bank by Bloomberg Markets in 2012, is present through subsidiaries and associative companies in more than 26 countries spread across 3 continents providing a comprehensive range of advanced products and services. The total number of employees is more than 14,000 operating through more than 610 locations, with an ATM network of more than 1,300 machines.



A massive market share

QNB, ranked as "One of The Top 50 Safest Banks in the World" in 2013 by The Global Finance Magazine has undergone a robust international expansion scheme, successfully completing the acquisition of a controlling stake of the second largest private bank in Egypt, QNB ALAHLI (previously known as NSGB), amounting to 97.12 per cent during Q1, 2013. The Group has also extended its regional reach by acquiring stakes in various financial institutions including 35 per cent stake in the Jordan-based, the Housing Bank for Trade and Finance, 40 per cent in Commercial Bank International based in the United Arab Emirates, 99.96 per cent of QNB Tunisia, 51 per cent in the Iraqi-based Mansour Bank, 49 per cent of the Libyan based Bank of

Commerce & Development and 20 per cent stake in Al Jazeera Finance Company in Doha. QNB Group also retains 51 per cent stake in QNB-Syria and a 79 per cent stake in QNB Kesawan in Indonesia. QNB Group opened a representative office in China and established a fully owned subsidiary in India under the name of "QNB India Private Limited". In September 2014, QNB acquired a 23.5 per cent stake (both ordinary and QNB convertible preference shares) in Ecobank Transnational Incorporated (Ecobank), the leading pan-African bank.

Strong international presence

QNB continues to grow geographically and financially recording highest ever Total Assets (TA) increase in 2014. The group recorded net profit of QR 8 billion (US \$2.2 billion), up by 12.6 per cent compared to 2013. Total assets increased by 8.8 per cent from September 2013 to reach QR 475 billion (US \$130.6 billion). In 1976, QNB announced its presence in international market with the opening of a branch in London, UK. This was complemented two years later with a branch opening in Paris, France. In 2006, it began implementing an intensive and ambitious international expansion plan, enabling it to extend its presence into more than 26 countries today, comprised of associates, subsidiaries, branches and representative offices. In 2009 QNB Geneva was opened, providing a third European presence for the QNB brand. Around the same time, the Group launched QNB-Syria, which now has 15 strategically located branches, strengthening its presence in the Middle East. QNB was also given the recognition of "The Best Bank in The Middle East" by Euromoney. QNB Group is among the highest rated regional banks from leading credit rating agencies including Standard & Poor's (A+), Moody's (Aa3), Fitch (A+), and Capital Intelligence (AA-). The Bank has also been the recipient of many awards from leading international specialised financial publications. The group has a vision to be a "MEA Icon" by 2017.

QNB Group provides an array of investment banking services through its subsidiary, QNB Capital, to corporate, government and institutional clients within Qatar and globally. QNB Capital has one of the best corporate finance teams in the GCC region offering extensive transaction experience and in depth advisory – including mergers and acquisitions, equity and debt capital markets, and project financing advisory. The Group also offers brokerage services through its subsidiary, QNB Financial Services, the first independently regulated, licensed brokerage company launched by a bank in Qatar. QNB FS offers a multi-market, multi-currency trading platform with access to several markets.

Supporting the development of Qatar

Since its formation in 1964, QNB has undergone a huge transformation over the decades, but one value has remained – supporting the development of Qatar. QNB has never lost sight of its principle aim which is to help Qatar reach its potential. In 1966, QNB played a key role in financing the construction of Doha's International Airport. QNB has also played major role in successful construction projects over the decades such as industrial plants and expansions (Al Shamal Gas Field Project, RasLaffan) to support the extraction of its vast liquid natural gas resources; iconic towers, such as the Al Shard Tower in London; world-class educational facilities - including Qatar Education City; leading health facilities and extensive residential and commercial developments. It was also instrumental in developing the towers that house the Qatar Financial Centre. QNB played a key role in the country's successful bid to host the Asian Games in 2006 and its forthcoming hosting of the 2022 FIFA World Cup.



HIGHLIGHTS

QNB Group has steadily grown to be the biggest bank in Qatar and leading financial institution in the Middle East and North Africa Region with a market share around 45% of banking sector assets.

Bloomberg Markets, the leading provider of Business, Financial and Economic news ranked QNB as "One of the World's Strongest Banks" again in 2014.

The Global Finance Magazine ranked QNB as "One of The Top 50 Safest Banks in the World" in 2013, and the following year, it was recognized as "The Best Bank in The Middle East" by Euromoney Magazine.





Education

King Saud University

National University of Singapore

S.P Jain Institute of Management & Research



The progress of any nation has always been strongly associated with knowledge and learning. King Saud University, the premier institution of higher education in the Kingdom of Saudi Arabia, was established in 1957 to enhance the nation's growth and well-being. It is one of Saudi Arabia's top institutions and is highly respected throughout the Arab and Muslim world.

Establishing Saudi Arabia's first university was a response to the educational and professional needs of a young nation. Abdulaziz Al-Saud, proclaimed the King in 1932, began laying the foundations for modernizing his country and establishing an educational system. King Saud University was finally set up in 1957 by King Saud bin Abdulaziz to meet the shortage of skilled workers in Saudi Arabia.

King Saud University (KSU), the leading, knowledge-sharing university in the Kingdom of Saudi Arabia focuses on the highest quality of education, research and entrepreneurship in order to prepare graduates for a brighter future. This is being accomplished through the development of their skills and talent, as well as the cultivation of students' enthusiasm for life-long learning, which helps them in their path to become the future leaders of the Kingdom and invaluable agents of knowledge.

”

HIGHLIGHTS

The student body of KSU today consists of about 35,810 students of both sexes

Founded in 1957 by King Saud bin Abdulaziz as Riyadh University, as the first university in the kingdom not dedicated to religious subjects.

Housed in its seven floor building, with an area of 51,400 square meters and more than 4000 reading seats.

“

A storehouse of knowledge

The student body of KSU today consists of about 35,810 students of both sexes. The female students have their own disciplinary panel and there is a center supervising the progress of female students, either personally by female faculty members or by male faculty members via a closed television network. The university offers courses in the natural sciences, the humanities, and professional studies, for which it charges no tuition. The medium of instruction in undergraduate programs is English except for Arabic and Islamic subjects.

The University has a total of eighteen libraries, making up the main nerve of the academic and learning disciplines of the university. At the time of its transition into its current location, the university added the collections of nine of its libraries to the main library, thereby forming the central library. Ideally housed in its seven floor building, with an area of 51400 square meters and more than 4000 reading seats, the central library occupies a central location among colleges and facilities, providing students, faculties, employees and other members of the community easy access to its location and holdings. Its collections include books, periodicals, manuscripts, government publications, academic theses, dissertations, press clippings, audio-visual and electronic media.

Offering a plethora of opportunities

This leading university offers a broad range of undergraduate courses in the natural sciences, the social sciences, the humanities and professional studies. Tuition is completely free and generous scholarships are available for Saudi and international students. The medium of instruction in undergraduate programs is English except for Arabic and Islamic

subjects. Applicants are required to pass an Arabic examination if they are from a non-Arabic speaking country. English language support at all levels is provided by the Languages Unit. The university is located in a large modern campus and is equipped with the latest pedagogic technology. It has more than 33,000 undergraduate and 2,000 postgraduate students, overseen by over 4,500 staff. Its alumni include multiple members of Saudi Arabia's consultative assembly, the Majlis-Ash-Shura, as well as government ministers and university leaders.

Pursuit of excellence

Being a world-class university and a leader in developing Saudi Arabia's knowledge society and based on the Islamic and traditional cultural values, the University strives for quality and excellence. It holds its values according to extremely high standards, honoring lofty ambitions and the pursuit of excellence through a commitment to the rigorous intellectual standards in teaching, learning and innovation. Rigorous and honest intellectual exploration is fundamental to its academic traditions and is reflected in every facet of scholarship at King Saud University.

Through strong government support and many highly-qualified professionals and administrators, KSU has supplied the Saudi people and market with years of invaluable service, and served as a traditional source of skilled professionals and academics needed to meet the nation's growing needs in the areas of medicine, engineering, agriculture, science and development, the humanities and language.



Nearly a century ago, National University of Singapore (NUS) was started with an aim to become the prime place for higher learning for talented men and women in Singapore, who later would serve the community, nation and society. Started with just 23 students, NUS has today become an institution considered by many to be one of world's best. The vision that drives NUS is to become a "leading global university centred in Asia, influencing the future". NUS aspires to become a bold and dynamic community, which supports a global culture and inculcate a spirit of enterprise which strives for positive influence and impact through its education, research and service.

Transforming minds

NUS stands strong on three of its primary beliefs. First, it believes in "transformative education" for it nurtures individual thinking bringing to them an opportunity to make a difference. These people become valuable members and leaders of the society and also, global citizens, in the future. Secondly, it believes in "high-impact research" that advances the boundaries of knowledge and contributes to the betterment of society. And thirdly, because it is a national university, it believes in providing "dedicated services" as that adds to the social, economic and national development.

To maintain these values NUS has put eight key strategies into place. To begin with, it believe in nurturing, recruiting and retaining the best quality people as it acts as the single most

important determinant of the quality of research and education. This is closely followed by attracting the academically strong, passionate and committed students who have leadership potential and come from diverse backgrounds. It lays huge emphasis on providing a high quality education experience which broadens the student's mind on a global platform and helps him or her develop skill sets and values in order to enable them to attain their full potential. It focuses on high-impact international quality research as it helps in gaining knowledge and also aids in its application. It aims to infuse the spirit of enterprise into its education and research activities. This helps in developing synergy in education and research individually as well as collectively on a global platform. It believes in nurturing committed alumni into becoming key members of the NUS community. These members are expected to actively push NUS forward, towards its mission and vision. And lastly, NUS endeavours to adopt and adapt the best practices when it comes to governance. This is done to ensure optimal utilisation of administration, resources, faculty, staff members and students.

An enriching educational experience

It is because of its strategic collaborations with its global partners that NUS is able to offer an enriching education experience along with research and entrepreneurial programmes. The biggest pro for the students studying at NUS is the valuable insight the students gain into the cross-culture understanding. This helps them develop a strong sense of perceptiveness about global issues alongside their own.

As on today, NUS has 16 schools across the three campus locations in Singapore (Kent Ridge, Bukit Timah and Outram) which provide a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment. To enhance the learning curve experience for both, the teacher and student, various elements have been included like student exchange programmes, entrepreneurial internships at NUS Overseas Colleges and, double degree and joint degree programmes with some of the world's top universities, offering students opportunities and challenges to realise their potential. If numbers were to be given to this picture then, over 37,000 students from 100 countries further enrich the community with their diverse social and cultural perspectives through such initiatives.

A supportive and innovative environment

There are three Research Centres of Excellence (RCE) with NUS, and in addition to this it has 26 university-level research institutes and centres. It also shares a close affiliation with 16 national-level research institutes and centres. Recently, major focus-areas in research have been in several fields such as quantum technology, cancer and translational medicine, interactive and digital media, and the environment and water. NUS strives to create a supportive and innovative environment to promote creative enterprise within its community. It's also a partner for Singapore's fifth RCE. NUS is actively involved in international academic and research networks such as the Association of Pacific Rim Universities (APRU) and International Alliance of Research Universities (IARU). As on this date, the university is honing the skills of 37,972 students. Out of these around 6,500 students are enrolled for bachelor's degree, 950 students are enrolled for doctor of philosophy (PhD) and roughly 3,000 students are studying for their master's degree. All this is made possible with support-staff that counts for approximately 2,300 people, research staff which has around 3,000 people, executive and professional staff of around 2,600 members, and more than 2,300 faculty members. The NUS logo comprises the open book, three rings, the lion, "NUS" and "National University of Singapore". The open book emphasizes on the fact that the university acts as a portal to a world of knowledge. The three rings are carry-overs from the crest of Nanyang University,



Singapore. They symbolise the three foci of NUS in creating, imparting and applying knowledge as well as the three hallmarks of a global university - creativity, innovation and entrepreneurship. The interlocking feature denotes the close interrelation between the three pillars with each reinforcing and evolving from the other. The lion amplifies the university's association with the nation. It personifies the qualities of an ideal NUS graduate. The raised paw denotes boldness to initiate and to inquire as well as a readiness to serve. The tail held high symbolizes the qualities of integrity and idealism. Finally the abbreviation "NUS" and its complete name is added to the logo in order to leverage on the nomenclature by which the University is popularly known.



HIGHLIGHTS

Student Population for AY 2014-15 (As at September 2014) stands at 37,972 from 100 countries.

NUS has three Research Centres of Excellence (RCE) and 26 university-level research institutes and centres. It is also a partner for Singapore's 5th RCE.

NUS is actively involved in international academic and research networks such as the Association of Pacific Rim Universities (APRU) and International Alliance of Research Universities (IARU).



Another quality which sets it apart from its counterparts is its philosophy that individuals need to build the right blend between concern for their own welfare and social good. Thus the institute encourages development of a co-operative outlook that recognizes the value of sharing and mutual respect which is emphasized in the curriculum through practical experiential learning as well as by example. As a Management Institute, SPJIMR encourages its functioning within a wider social and cultural environment with an emphasis on critical socio-economic processes that are shaping business today. The institute endeavours to amalgamate these diverse perceptions and demands in order to generate a more relevant and significant management education for India.

A trendsetter in management education

The mission of S. P. Jain Institute is to influence practice and promote value-based growth and that its students recognize, understand, and uphold the social relevance of business decisions, including within the underserved sections of society. The institute recognizes its twin roles – as a responsible member of Bharatiya Vidya Bhavan and as a responsive member of Indian society at large – and looks at itself in a wider context as a 'Beyond MBA' institution. In order to impart the best quality education and experience, the institute has taken a number of measures. It upholds learner-centric pedagogy that will emphasize attitudes, including spirituality, and skills as much as knowledge, exposing students to value-based growth in underserved parts of our communities; synthesis in its intellectual contributions and curriculum – of competition-based Western efficiency and collaboration-centric Eastern ethos; and intellectual contributions aimed at influencing practice.

In its students, the institute recognizes a predisposition and willingness to be a doer first. An emphasis is given to sensitivity to the social footprint of business actions and the role of spirituality in a balanced approach to decision making. Its faculty members recognize a commitment to delivering outstanding learner-centric pedagogy by taking advantage of the personal, residential nature of the programmes of the institute. They create and disseminate knowledge aimed at influencing practice.

Imparting education amidst integrity, self-accountability, professional discipline, and hard work; valuing operational freedom; and upholding an entrepreneurial, agile, flexible, and collaborative culture, S.P. Jain Institute has proved itself to be truly, a major trendsetter in management education today.

journey to achieve the mandate it has given itself in terms of unique innovative and distinct path in management education. Today, the institute has an enviable track record of recognizing the needs of society, especially the under managed sectors, and responding with quick and appropriate responses. The institute's growth is based on the commitment to diversify into socially relevant segments and activities that are not adequately addressed at societal level, and accordingly impart the requisite management education. In order to make the management education more effective, the institute structured its architecture to respond to the development and administration of programmes socially relevant to specific segments and developed pedagogic innovations, which are the strategic strength of the institute, to suit specific needs of each segment. Apart from this, it ensured attention to the traditional individual areas such as Marketing, Finance Operations and Information Management.

Value based growth

The Philosophical pillars upon which rests the edifice of SPJIMR's educational pedagogy and development of influencing practice and promoting value-based growth. The initiatives and innovations at the institute aim to influence industry practices and therefore be a participant in re-shaping the nation. The learning imbibed through a flexible and versatile curriculum develops in the students, not only a capacity for analysis and judgment, but also an innate ability to relate to social problems and then draw upon their own resources for understanding and action.

S.P. Jain Institute of Management and Research (SPJIMR) is one of the premier business schools in the country. Since its inauguration in 1981 by the then British Prime Minister the Rt. Hon'able Margaret Thatcher, it has been consistently recognized as one of the top 10 business schools in India. With a sprawling campus located in the heart of Mumbai city, SPJIMR is an autonomous management institute with entrepreneurial agility ensuring self-financing, personal freedom with professional accountability and corporatized culture, structure and processes. The institute is a constituent unit of the Bharatiya Vidya Bhavan, India's premier non-profit organization that has for over seven decades worked in the cause of education and for preserving and promoting India's rich cultural heritage.

The road to success

SPJIMR grew rapidly in eminence from one of the three B-schools in Mumbai in 1981 to one of the top ten B-schools in the country by 1994-1995. The bold move to disaffiliate SPJIMR from the then Bombay University to have freedom in course curriculum, pedagogic innovations and pioneering programmers in socially under managed sectors was a beginning of its



HIGHLIGHTS

Top 100 in the World: The Economist Full-Time MBA Rankings 2015 & Financial Times Best Global MBA Programs 2011 and 2012.

10 in the World: Forbes Best International 1-Year MBA (2015-16)

Global MBA Accredited Program in 4 campuses in a year: Dubai, Sydney, Singapore and Mumbai.





Energy & Power

Petronas



Petronas' name. Its partnership with Sauber in 1995 helped accelerate the company's branding efforts. These efforts were further enhanced when it secured the F1 Grand Prix title sponsorship rights for Malaysia in 1999. This helped boost Petronas' corporate image and promote Malaysia as a new venue for international motor sports in Asia at Sepang. In 2010, Petronas also became the main sponsor for Mercedes Grand Prix. Petronas has always given great amount of attention towards international exploration projects. So much so that, more than 40 per cent of its revenue in 2008 was generated from international projects run in Iran, Chad, Sudan and Mauritania.

At Petronas it is the responsibility of each of its employees to contribute towards the betterment of the society. The greatest challenge which the oil and gas industry is facing as on today is the rapid climatic change leading to environmental deterioration. And for this reason Petronas is focussed on "efficient use of natural resources, the reduction of carbon emissions and mitigating the impact on the environment while meeting the world's growing energy needs."

Balancing socio-economic and environmental requirements

To achieve this, the organisation "continues to balance socio-economic and environmental requirements" while they address these emissions challenges. They introduced a new guideline to manage environmental complaints such as odour and noise in their domestic operations to improve effective complaints management and provide faster response and mitigation in their areas of operation. Another of their initiatives, which was rolled out in the year 2010, is the Integrated Environmental Site Management (IESM). Through this systematic approach they endeavour to manage the activities at their land-based sites in order to minimise and control the risk of contamination of both, land and groundwater. In the past five years Petronas has completed a risk screening programme involving their fuel storage depots in Malaysia which were ranked accordingly for follow-up actions to reduce any further contamination risk. And if one is to trust the company's future plans it is all set conduct another similar risk screening for fuel retail stations domestically.

Sustainability framework

Since 2005 Petronas has been actively supporting the ecoCare rehabilitation initiative for the Kertih River mangrove habitat. ecoCare is a programme run by a subsidiary of Petronas, OPTIMAL Group, in partnership with the Malaysian Nature Society. The idea is to bring everyone in the community together and work hand-in-hand by planting mangrove seedlings. They also aim to educate the community about the importance of this habitat when it comes to the overall wellbeing of our ecosystem. These seedlings which have been planted have seen an average survival rate of a decent 40 per cent. Petronas' sustainability framework holds its commitment towards reduced energy consumption to enhance energy efficiency in high esteem.

They ensure that their commitment meets its end by implementing various simple yet innovative initiatives across the organisation. This is done to ensure that its gross carbon production is lowered effectively through all operational levels. For instance, the air conditioning of the Petronas Towers, the head office, is done by using chilled water produced by the Gas District Cooling (GDC) plants using natural gas. This method generates less carbon emissions compared to conventional cooling which uses electricity. They successfully reduced their chilled water consumption used for air conditioning saving three million refrigeration tons per hour. In simpler words, it's equivalent to turning off more than 1,500 home air conditioning units for a year.

HIGHLIGHTS

Petroleum Nasional Berhad (PETRONAS) established in 1974, is Malaysia's fully integrated oil and gas multinational ranked among the largest corporations on FORTUNE Global 500®.

Petronas debuted the new Silver Arrow Mercedes GP Petronas Formula One Team car in Kuala Lumpur City Centre and subsequently launched the 2011 Motorsports campaign.

PETRONAS received a Master Award for Oil and Gas category during the Brand Laureate Awards in recognition for its brand excellence amongst the top best brands in Malaysia and the world in 2010.

Petroleum Nasional Berhad, also known as Petronas, is a Malaysian oil and gas giant which was started in 1974. If one observes Fortune rankings, Petronas was, in 2013, the 75th largest and 12th most profitable company globally. But frankly, none would need a third-party assurance to appreciate the kind of work this sole-caretaker of the entire Malaysian oil and gas reserves does. Its massive operations are the reason why Petronas became a part of the 'new seven sisters' – a group of arguably the most influential government-run oil and gas companies from countries outside the OECD (Organisation for Economic Co-operation and Development). The rest six sisters being Saudi Aramco (Saudi Arabia), China National Petroleum Corporation, Gazprom (Russia), National Iranian Oil Company, Petrobras (Brazil) and PDVSA (Venezuela).

Sourcing, producing, delivering products

Petronas undertakes a lot of activities under its business model. These include upstream exploration and production of oil and gas to downstream oil refining; marketing and distribution of petroleum products; trading; gas processing and liquefaction; gas transmission pipeline network operations; marketing of liquefied natural gas; petrochemical manufacturing and marketing; shipping; automotive engineering; and property investment. In other words, Petronas endeavours to "source, produce and deliver products to meet society's growing energy needs while playing the role of a custodian for Malaysia's national reserves". Having established a strong operational base in over 50 countries, Petronas' role in financially aiding the Malaysian government is crucial – almost 45 per cent of the government's budget depends on its dividend. But stakeholders need more than just dividends – they hunt for a sense of pride in their associations. And this craving is duly satiated by Petronas' involvement in motorsports, especially with Formula One (F1).

Their recent partnership with AMG was strategically initiated to bring out innovative technological excellence in the oil and gas industry. In fact a huge credit for Malaysia's global positioning today can be attributed to



Food & Beverage

- Adani Wilmar
- Almarai
- Cargill
- Fraser & Neave
- Rani
- Tiger Beer



For a healthy growing India



HIGHLIGHTS

Adani Wilmar was adjudged as one of 'The Economic Times Best Corporate Brands 2015' and has also won "Mint Strategy Award" in 2014 & 2015.

Fortune was awarded 'Readers Digest Trusted Brand of the Year' for the third consecutive year from 2012 – 2014

Economic Times awarded Fortune as a Promising 'FMCG - Food Products' Brand . The brand was also honored with the "Superbrand Award" – 2015.

In 1999, the Adani Group who are leaders in international trading and private infrastructure with interests in key industry verticals such as resources, logistics and energy, joined hands with Wilmar International, Singapore, who are Asia's leading agri-business group to form Adani Wilmar, a joint venture which kicked off with the commissioning of India's first port-based refinery in Mundra, Gujarat.

This proved to be a major stepping stone in the Adani Wilmar success story as the availability of cutting-edge infrastructure and the proximity of consumer markets made it a good choice to bridge the logistical gap between plants.

Today the firm operates through more than 40 integrated manufacturing & processing units spread across the country with an unmatched scale of operations aggregating to a refining capacity of over 11,000 MT, a seed crushing capacity of more than 7,500 MT along with a packaging capacity of over 9,000 MT per day. The group also boasts of the largest distribution network in India which comprises of more than 95 stock points, 5,000 distributors and a *10% retail penetration which spans across approximately 1 million outlets throughout India. (*Source Nielsen Retail Index)

Adani Wilmar Limited is one of India's fastest growing food based companies with an annual turnover that exceeds 2.8 billion dollars. A journey that started with Fortune's brand of Soyabean Oil has crossed many more milestones and today sees the Adani Wilmar Group firmly established as a leader in the industry with the largest portfolio of brands in the consumer essentials segment. The Adani Wilmar Group has diversified in the foods category with the launch of Pulses, Besan (the only national brand within the category), Basmati Rice and Soya Chunks. The group is also a major industrial supplier of Oils & Fats, Oleo chemicals, Castor Oil derivatives and Soya value added products.

Fortune, the No.1 flagship brand of Adani Wilmar, has identified regional preferences in India and on the back of this thorough research, the firm markets and develops products specific to these varying consumer preferences. Fortune's vast edible oil portfolio comprises of oils made from Soyabean, Sunflower, Rice Bran, Mustard, Groundnut and Cottonseed. The firm has developed a good mix of traditional oils, modern oils and healthy oils to serve multiple needs of different types of consumers.

Despite being firmly established in the market and boasting of the largest range of cooking oils in India, the firm continues to innovate and lead the cooking oil industry by introducing fresh products from time to time. Very recently, Adani Wilmar Limited has launched India's first diabetes care oil by the name of Fortune VIVO. This patented product is clinically proven to help in controlling Type II diabetes along with maintaining blood sugar levels, which makes it fit for the entire family.

Through 17 factories, the brand today serves 100 million people in 20 countries, selling through 1 million retail outlets and turning out 1.25 million metric tonnes of top quality oil each year. The success of Adani Wilmar is rooted in several strategic locations across India all of which are home to state-of-the-art integrated refining and crushing units with in-house packaging facilities, R&D Labs, blow-molding facilities, corrugated box plants, tin manufacturing facilities and a multi-layer packaging film manufacturing unit.

This growth has transformed the Fortune brand and has helped retain its No.1 position in the Indian edible oil industry since 2002. Extending their portfolio Fortune now offers a wide range of food products that

include the Perfect 3 Seasons Basmati Rice - perfectly grown through all 3 seasons, Besan - with the Purafresh promise, Soya Chunks - with the power of Proti9 and pulses.

According to research, Fortune today enjoys extremely high brand awareness among consumers, with an astonishing rate of recall at 100% in some cities. Most of all, Fortune records the highest number of brand-believers who are consumers and believe in the brand enough to talk about it and spread it via word-of-mouth. (Source: Fortune Research Findings, September 2014).

Adani Wilmar Limited is the one of the largest Food Company in india and also market their products under other distinguished brand names such as King's, Bullet, Raag, Avsar, Pilaf, Jubilee, A-Kote, Fryola, Alpha and Aadhaar, all of which are consistent with the brand promise, 'For a healthy growing India'.

The brand commands the loyalty and confidence of over 30 million households and this success is evident in the recognition and awards that have been bestowed upon it.

The Fortune brand is at the forefront of excellence and has been recognized for doing so in the following ways:

Most Trusted Brand, Readers Digest, for 6 consecutive years and 7 times in total

SuperBrand, 2015

ET, Best Brands, 2014

Most Valuable Brand, WCRC, 2014

Porter's Prize, 2015

Adani Wilmar is also one of the biggest edible oil importers in India and has been awarded the Globoil Gold award for "Highest Importer" in the edible oil category.

The firm also caters to institutional demand through its industry essential range which includes bulk packs of consumer essentials, Lauric & Bakery fats, Soya value added products, Castor Oil derivatives and Oleo chemicals.

The Oleo-chemical plant at Mundra, Gujarat that produces glycerine and soap noodles for pharma, cosmetics & rubber industries is one of India's largest and ranks amongst one of the top marketers in the country. The plant has also been the leading entity in the export of Castor Oil throughout the last decade. They are leaders in the castor business and are the foremost exporters from India and a preferred supplier on a global scale. Their Castor based products include Castor Oil, Castor meal and derivatives.



EDIBLE OILS



FOODS

Isse Mile Mausam
Perfect Teen,
Tabhi **Fortune**
Basmati Behtareen.



Wilmar International being a pioneer in food research lends its valuable expertise to Adani Wilmar's cutting-edge innovations. The ADANI WILMAR Application Center at Hyderabad is constantly exploring new and innovative uses of specialty fats to develop various products for institutional supply for commodities such as biscuits, cakes, puffs etc. Scientists at their Vidisha facility are invested in the development of innovative new food products such as Soya Flour, Soya Chunks, Soya Granules, Besan etc. Adani Wilmar's Customized Specialty Fats is one of the leading brands in the confectionary & bakery industry, satisfying the most stringent of requirements of modern bakeries and confectionaries.

Following the success in India, Adani Wilmar has introduced branded edible oil to the world market. They are exporting their products including Lecithin & Soya value added products to more than 19 countries in the Middle-East, South East Asia & East Africa including Singapore, Australia & New Zealand.

The firm is poised to realize its vision of becoming a global leader in the integrated agri-business sector. This target seems to be a certain possibility considering the scale of ambition, speed of execution and the quality of operation within the Adani Wilmar Group.





Premium quality food and beverages have made Almarai a trusted household name across the Middle East. Established in 1977, Almarai is said to be one of world's largest vertically integrated dairy company. Based out of Riyadh in the Kingdom of Saudi Arabia, the organisation started as a partnership between the Irish agricultural foods pioneer Alastair McGuckian, his brother Paddy and Prince Sultan bin Mohammed bin Saud Al Kabeer. The organisation shifted from having a decentralised framework to a centralised one as it entered its restructuring and reinvestment phase around the early 1990s. The most visible change was replacing five decentralised processing plants with a central processing plant. In addition to this, around ten small scattered dairy farms were replaced with four large dairy farms in Al Kharj in the central region. Good times came knocking on Almarai's door in 2005. A second larger central processing plant was commissioned, incorporating a new cheese plant, two new super-farms were commissioned. Also, Almarai became a publicly listed organisation with roughly 70,000 shareholders. By the time 2012 ended Almarai's market capitalisation exceeded USD 6.6 billion.



HIGHLIGHTS

Almarai was the first dairy farm in to be accredited with ISO 22000. Almarai also received the ISO 9001-2000, across all its operating divisions, (farming, procurement, processing, technical research and development, distribution and supply chain.

At the end of 2012, Almarai's market capitalization exceeded SAR25 billion.

Today, Almarai is the largest vertically integrated dairy company in the world.



The Success story

Almarai entered the bakery segment in 2007 by acquiring Western Bakeries – based out of Jeddah. Two years later, it started the construction of a new bakery facility in Al Kharj. This was soon followed by the organisation acquiring the Hail Agricultural Development Company (HADCO) in 2009. After investing in a production facility, it launched the new poultry brand – Alyoum. In the same year Almarai partnered with PepsiCo and launched a joint venture – the International Dairy and Juice (IDJ) Company.

A year later in 2010, Almarai entered the infant nutrition market with the construction of the region's first infant nutrition plant at Al Kharj, commissioned in 2012. It formed the International Paediatric Nutrition Company (IPNC), a 50-50 joint venture with Mead Johnson Nutrition. Its infant nutrition products are co-branded under Almarai and Mead Johnson's flagship range, Enfa. The organisation also participates in direct charitable donations and sponsorship of events supporting social causes. Almarai sponsors the Scholastic Excellence Award for Public Education students in association with the Arab Bureau of Education at the Gulf Cooperation Council. This award recognises students from all levels of public education across the Persian Gulf region for their academic achievements. They also felicitate people for their scientific creativity. This initiative began in partnership with the King Abdulaziz City for Science and Technology (KACST) with the aim of encouraging scientific research resulting in the benefits the society.

A humanitarian touch

Almarai showed support for the Bin Baz Charitable Project to assist the marriage of couples with limited means. These and many other organisations have been supported by Almarai, some of them being, Down Syndrome Charitable Association (DSCA), Saudi Autism Organization and the Saudi Breast Cancer Society (Zahra), and the orphan welfare Society (Ensan).

Almarai has signed a memorandum of understanding (MoU) with the

Saudi National Prison Care Committee and their families in order to help prisoners to reintegrate into society following their release. Under the MoU, they supply the committee with Almarai products for sponsored families. In addition, they support training and development efforts for prisoners and their families by accepting them at their Dairy and Food Polytechnic in Alkharj, where they can benefit from our direct employment programmes.

Further, in association with Riyadh orphans' care charitable society, Ensan, the organisation paid for a huge number of orphans who were willing to perform Hajj in 2009. This humanitarian move was part of their approach to serving a society that Almarai is such an intrinsic part of. The organisation also supports the Saudi Attention Deficit Hyperactivity Disorder (ADHD) Society (AFTA Society) in order to achieve its important social welfare goals. AFTA Society is primarily a non-profit society which was established in 2008 as a group of specialists, including physicians, nurses, social, psychic and educational specialists, along with the families of disabled people and other concerned parties. Almarai is particularly keen to support charitable health societies and community health services. Among other good causes, it provides financial support to ENAYAH – the Charitable Health Society for Patient Care as part of its efforts to improve patients' well-being.

Premium quality food & beverages

Over the years, Almarai's products have become a popular feature of family life throughout the region and beyond due to the sheer excellence of their products. With a consistent delight to consumers with premium quality food and beverages that are fresh, nutritious, healthy – and irresistible, Almarai is always working to innovate and create new treats and delicacies. But one thing will never change: their determination to stay faithful to our founding principles by delivering quality products consumers can trust and love in the range from Dairy Liquids, Yoghurts & Desserts, Foods, Juices, Bakery treats and Poultry as well as instant formula.



HIGHLIGHTS

Cargill provides food, agriculture, financial and industrial products and services to the world with 153,000 employees in 67 countries.

In India, Cargill's operations started in 1987 and today it employs more than 2000 employees working across offices and plants and a network of warehouses and depots catering to the B2B and B2C customers.

In Asia, Cargill comprises 29 businesses organized around four major segments; agriculture, food, financial and industrial.

Starting with W. W. Cargill's first grain storage facility on the American frontier in 1865, Cargill has grown to become one of the largest, privately-owned businesses, providing food, agricultural, risk management, financial, and industrial products and services around the globe. Together with farmers, customers, governments and communities, the company helps people thrive by applying insights and 150 years of experience. Its 153,000 employees in 67 countries are committed to nourishing the world in a responsible way, reducing environmental impact and improving the communities.

Cargill in India

In India, Cargill's operations started in 1987 and today it has businesses in refined oils, food ingredients, grain and oilseeds, sugar, cotton, animal feed and trade structured finance. It employs more than 2,000 employees working across offices and plants and a network of warehouses and depots catering to the B2B and B2C customers. Cargill also provides scientific expertise to enhance existing products, improve process efficiencies and uncover a solution for innovation in order to meet the contemporary demands of B2B customers and end users.

Cargill originates, processes and distributes grain, oilseeds and other commodities to makers of food and animal nutrition products. Moreover, it provides crop and livestock producers with farm services and products, collaborates with food manufacturers, food service companies and retailers to provide high quality food and beverage ingredients, meat and poultry products, and health promoting ingredients and ingredient systems. It also offers risk management and financial solutions in world markets to its agricultural, food, financial and energy customers. In addition, Cargill serves industrial users of salt, starch and steel products, develops and markets sustainable products made from agricultural feedstocks. It has a host of consumer brands in its portfolio to cater to the at-home consumers of varied edible oil categories.

Cargill Foods India- Leading Consumer Brands

Cargill Foods India has a host of leading brands in the edible oils and wheat flour categories. Nature Fresh, Gemini, Sweekar, Leonardo Olive Oil, Rath and Sunflower Vanaspati cater to households across the length and breadth of the country. With focus on nourishing lives, these brands work towards creating healthier happier families. They aim at providing safe and healthy cooking oil and flour following stringent food safety standards, quality control measures and features to meet the consumer's needs at various levels of processing, packing and transportation. This is the reason why some of these brands are among the leaders in their respective categories and are appreciated by consumers and industry alike.

Cargill Foods India serves more than 3 million end users across the nation. Gemini is Maharashtra's leading sunflower brand, built on the platform of heritage. It was the first branded oil to be vitamin fortified. Nature Fresh is positioned as a light oil for active life. Sweekar is a low absorb light sunflower oil, while the Leonardo Olive oil comes in all variants including the recently launched new variant-Leonardo Olive Oil-Extra Light which is best suited for day-to-day Indian cooking.

Process of Production

Cargill is committed to food safety and product quality. Our two plants in Kandla and Kurkumbh use fully automated state-of-the-art, German technology and follow stringent specifications and norms for maintaining product quality and food safety. These plants that leverage best practices in manufacturing and hygiene have also been awarded the highest food safety certification - FSSC 22000 (Food Safety System Certification). With a goal to provide high quality safe food, our laboratory is equipped with sophisticated instruments and qualified chemists. All our plants are: FSSAI certified, FSSC 22k certified - Food Safety System Certification, HACCP (Hazard Analysis Critical Control Point) Certified.



First in fortifying oil with vitamin A and D

In 2008, Cargill Foods India voluntarily fortified its top edible oil brands: Nature Fresh and Gemini oils with vitamins A and D. A success story which led the way for other food companies in India to fortify their oils too. CFI has integrated fortification of edible oils as a sustainable business model.



Gemini

Gemini became a part of Cargill India in 2004 and is one of the most significant brands in its portfolio today. With 33% share in the core market of operation across Maharashtra, 9 percent year on year growth, Gemini is the number 'One' brand in Maharashtra and the first edible oil brand to be fortified with Nutri-V (vitamins A, D and E). In a syndicated research conducted by Nielsen, Gemini's brand equity has been evaluated at No.2 position after the national edible oil brand and amongst 450 other brands present in the country.

Nutri V is the key differentiator for Gemini and is trusted by nutritionists for delivering essential nutrients (Vitamin A, D and E) for development of a human body. Trusted for generations with a promise of health, Gemini caters to the new-age health conscious consumer while giving them the comfort of continuing with tradition. This proposition is communicated through the brand's tagline "sehat ka bharaosa, sadiyon se parosa".

The conservation of heritage, the trust of consumers and varied end product categories like Sunflower, Vanaspati, Groundnut and Soyabean are the factors providing mileage to the brand in the market of edible oil in India.

LEONARDO[®] Olive Oil



Leonardo Olive Oil

Launched in 2003, Leonardo Olive Oil was acquired by Cargill India in 2014. It is today, the No. 1 edible olive oil brand in the country and regarded as a pioneer in establishing the popularity and use of olive oil in India.

Produced according to the highest quality standards in Italy, Leonardo Olive Oil is available in three variants –Pomace, Olive Oil- Extra Light and Extra Virgin. All the three variants cater to different needs of the discerning consumers, serving every cooking need and bringing wholesome balance of taste and nutrients to their daily diets.

Olive Oil has been fast gaining grounds in India as one of the fastest growing oil categories in the country. With rising disposable incomes and growing concerns about health in a country beset with diabetes and health problems, it is seen almost as a panacea in the quest for the perfect edible oil.

The story of oil usage in India has been that of habit and tradition. Homemakers continue to use the oil that has traditionally been present in their kitchens. So how can Mediterranean oil think of finding its place in the Indian kitchen in such a scenario? The answer to that is that the scenario itself is changing.

Since globalization opened the doors of information and technology to the entire world, India too became a part of a world where there's a growing breed of upwardly mobile, affluent professionals who are in sync with the global trends. These are the people who are aware of and expect global standards in their everyday life.



Olive Oil complements their lifestyle by offering a versatile range from -flavorful virgin oils to something which is neutral in taste and perfectly suited to the everyday Indian way of cooking in the form of refined Olive Oil or Olive Pomace Oil.

Leonardo Olive Oil promises liberation from dietary restrictions because when you have the highest standards of health, you can enjoy your favorite dish without having to worry about its consequences. Leonardo Olive Oil offers complete metabolic health- blood sugar levels, waist line, cholesterol and weight management and continues to highlight the Indian usability of olive oil by promoting the cause of guilt free indulgence. '*Khata Rahe Mera Dil*' has become the liberating assurance from healthy oil that allowed Indians to once again indulge in what they have loved growing up but had to give up due to health concerns.

Leonardo Olive Oil offers 1/3rd oil usage as compared to other refined oils while keeping the level of palatability high. High MUFA (75%) content helps form a crust on the surface of the food that blocks the penetration of oil, making the food light and tasty.





Nature Fresh

In today's fast paced life one needs to stay active round the clock. That is why it is important to eat right as intake of healthy meal forms the foundation to an active life. Cargill's Nature Fresh values the importance of being active and alive to be ready to take on the challenges of life. From the preservation of nature's goodness to the retention of freshness till consumption, Nature Fresh's ethics lies in providing the best of nature to the consumers. Urban life is a chase of dreams where striving leads to success and in that competitive environment, one needs to lead a healthy life, thus Nature Fresh provides a varied range of products that help in holistic development of the consumers and helps them prepare for daily challenges of life.

Nature Fresh Actilite Soyabean and Sunflower Oil are refined in Cargill's own refineries. Nature Fresh Actilite Soyabean and Sunflower Oil come with DMPS which prevents excess oil getting absorbed in food, and less consumption of oil makes the food light on stomach which in turn keeps the consumer comparatively more active. Its Purita Kachi Ghani mustard oil serves households with the right pungency and overall quality assurance from the global portfolio of Cargill, making it a rich tang of food.

Apart from edible oils, Nature Fresh Sampoorna Chakki Atta is a trusted wheat flour brand. Made from the finest quality wheat grains, Nature Fresh Sampoorna Chakki Atta prides itself on its selection of high quality, natural ingredients that are processed right, to produce atta that is just the right texture – neither too fine, nor too coarse. The bran ensures that the atta retains the natural dietary fibers that make the rotis easy to digest and provide optimum nutrition to the consumer. Nature Fresh Atta contains 100% wheat and does not contain any Maida (bleached flour) at all.



Rath

Rath, a gold standard Vanaspati, withholds taste, smell, crispiness and graininess to suit the demands of Indian food. With 7 percent market share in the Indian Vanaspati market, 31k MT of volumes and 3 percent year on year growth, Rath is a growing brand serving households as the beholder of taste and tradition.

A hydrogenated vegetable cooking oil used as a substitute to Desi ghee, Rath's ghee like appearance, 50 years of trust as a heritage brand, popularity in core markets like Delhi, Punjab and Uttar Pradesh and from individual households to commercial franchise, Rath serves as a savior of north Indian taste and a celebrated brand for festivities. The distinctive creamy white hue of freshly made ghee is matched perfectly by Rath maintaining the granular texture and correct thickness. Rath's promise is the taste of tradition. Improved and updated product of Rath comes in the market addressing contemporary demands, moreover, the conventional taste it provides the food is a factor which makes it a celebrated brand of Vanaspati ghee of households. These are the exact translations of the tagline with which Rath serves the north Indian market, "Swad Jo Pyaar Mehekaaye".





Fraser & Neave (F&N) is one of Singapore's oldest companies and a well-known brand with businesses in food and beverage, brewing, property development and publishing. The group had its origins, more than a century ago, in the spirited decisions of two enterprising young men, John Fraser and David Neave, who diversified from their printing business to pioneer the aerated water business in Southeast Asia in 1883. From a soft drinks base, F&N ventured into the businesses of beer in 1931, dairies in 1959, property development and management in 1990 and publishing & printing in 2000. In 2012, the Group divested a substantial part of its beer business. In 2013, as F&N celebrated its 130th year of operation, it also welcomed its new majority shareholder, the TCC Group, which is engaged in food and beverage, real estate, industrial trading and consumer products, insurance and agriculture.

A household name

Today, F&N is a leading Asia Pacific Consumer Group with expertise in the food & beverage and publishing & printing industries. Leveraging its strengths in marketing and distribution, research and development, brands and financial management, as well as years of acquisition experience, the Group provides key resources and sets strategic directions for its subsidiary companies across both its businesses.



Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. F&N is present in 12 countries spanning Asia Pacific, Europe and the USA, and employs close to 9,000 people worldwide.

A household name to many, F&N has established itself as an innovative and trusted leader in the Food & Beverage arena. Since its humble beginnings as a producer of carbonated soft drinks in Singapore in 1883, the Group has successfully ventured into Beer in 1931 and Dairies in 1959. Today, the F&N Group has one of Southeast Asia's strongest portfolios of award-winning, trusted, quality and leadership brands, including F&N, 100plus and F&N Seasons for soft drinks, F&N Magnolia, F&N Nutrisoy and F&N Fruit Tree Fresh for dairies and Myanmar Beer, Myanmar Double Strong And Andaman Gold For Beer, In Singapore, Malaysia, Thailand And Myanmar. It also offers dairy products comprising sweetened condensed milk, evaporated milk, pasteurized milk and tea, UHT milk, juices, ice cream, yoghurt, canned milk, and snacks under various brands.

An impressive portfolio of brands

Leveraging F&N's financial strengths, partnering skills, consumer knowledge and established distribution networks, a Publishing and Printing division was formed in January 2000 to drive F&N's foresighted profit objectives with Times Publishing Group becoming the key vehicle in these aspects. Thus, the rich intellectual capital of Times Publishing paved the Group's entry into the knowledge-based economy. Singapore's largest publishing and printing company, Times Publishing has a well-established track record in publishing, printing, distribution and retailing of books. It operates a global network spanning Australia, Chile, China, Hong Kong, India, Malaysia, Singapore, Thailand, the United States of America and the United Kingdom. Throughout its history, Times Publishing Group has pursued a strategy of growth that has made the company one of the most reputable names in publishing, printing, distribution and retail in the Asia Pacific region. As a highly regarded media group, it is recognized for its strong heritage as well as financial stability and strength.

Since 1883, F&N has built an impressive portfolio of brands, which consumers have grown up with and come to trust. It continues to listen to its consumers, reinforce its market positions and reinforce its brands in existing markets as well as in new ones, with the aim of becoming a world-class multinational consumer product company.



A century of tireless work

F&N has been working tirelessly, for over a century now, constantly with a vision in its hindsight- a vision to be a trusted, world-class multinational enterprise with a focus on Food & Beverage and Publishing & Printing businesses in Asia Pacific while providing high quality products to the community and consistent and superior returns to its shareholders.

The numerous awards and accolades bestowed upon the group at the highest level are a testament to its commitment towards producing and delivering innovative products of the highest quality to its consumers. But not being the one to rest on its laurels, F&N continues to soar to greater heights and remains committed to upholding the highest standards of corporate governance through integrity, transparency and accountability. F&N also remains responsible to their employees, business partners, stakeholders and the community; the company implements various initiatives to ensure responsible practices are carried out in all areas of the F&N business.

HIGHLIGHTS

- Exceptional Trade Marks – Winner by WIPO-IPOS IP Award 2014 (Trade Marks)
- F&N SEASONS received the Excellence in Brand Awareness by Gold the Marketing Excellence Awards 2014.
- Fraser & Neave Holdings Bhd received the Best Brand in Consumer FMCG The Brand Laureate President's Award 2013-2014.



HIGHLIGHTS

30 years ago, Rani Float was launched in Saudi Arabia. Since then, Rani has experienced tremendous sales growth across the Middle East, North Africa, Europe and other export markets.

The drink is sold in 56 countries and generates sales revenue above US\$600 million. Rani is produced at Aujan Industries' own state-of-the-art facilities.

In 1982 in Saudi Arabia, Rani Orange Float became the first product in the range to reach market. This was swiftly followed by a series of other formats, helping Rani to enjoy double digit growth in every year of its existence, and by 1999 annual sales had passed the 10 million case milestone.

Rani, a Saudi brand, is one of the leading juice brands in the Middle East and the flagship brand of Aujan Industries. It is the first home-grown brand for Aujan Industries, which happens to be the largest privately-owned, independent soft drink and confectionery marketer, manufacturer and direct distributor in the Middle East and is ranked among the top 100 companies in Saudi Arabia.

A modest beginning

Though the Aujan family hails from The Kingdom of Saudi Arabia, the roots of the family business can be traced back to Bahrain. Abdulla Aujan & Brothers was established in this Gulf country in 1905 as a family operation, which traded tobacco, rice, beverages and other commodities. By 1928 the company had obtained the exclusive Middle Eastern rights to import and distribute Vimto, a fruit based cordial drink which had been extremely popular in the UK since its introduction in 1908. Achieving the imports rights marked the evolution of Abdulla Aujan & Brothers into the Saudi headquartered Aujan Industries, a change which resulted in the emergence of the international beverage company which exists today.

Who could have known that such a modest family business would transform into one of the leading brands in the beverage industry. Today, with a turnover of over US\$850 million, Aujan Industries holds a top three market position in every country in which it operates. The



company's core markets are the Gulf Cooperation Council (GCC) countries of Saudi Arabia, Kuwait, Bahrain, Qatar, UAE and Oman, while its operations also extend to Iran, Iraq, the Levant, North Africa, South East Asia and Europe. Aujan's brands, which are currently present in over 70 countries around the world, continue to drive the company's growth. In 2011, Aujan's turnover exceeded US\$850 million, more than double its revenues in 2007. Following the recent announcement of a nearly US\$1 billion partnership agreement with The Coca-Cola Company, Aujan is now poised for accelerated growth across the Middle East and internationally. Aujan Industries' greatest strength is its well-established owned and licensed brands, including Rani, Barbican and Vimto, which are supported by over 2,500 employees and manufacturing facilities in Dammam, Saudi Arabia, where Aujan is headquartered; Dubai, UAE; and Tehran, Iran.

The most sought-after brand

Out of its several well-established brands, Rani has fought its way to become the brand most sought-after. Over the years Rani has established the unique brand property, "Float," the fruit juice with real fruit pieces, which has highly differentiated the brand within the fruit juice category. Over the years Rani has established the unique brand property, "Float," the fruit juice with real fruit pieces, which has highly differentiated the brand within the fruit juice category. In 1982 in Saudi Arabia, Rani Orange Float became the first product in the range to reach market. This was swiftly followed by a series of other formats, helping Rani to enjoy double digit growth in every year of its existence, and by 1999 annual sales had passed the ten million case milestone. Without any doubt, Rani Float's unique

recipe of fruit juice and real fruit pieces (or "chunks") has proved to be hugely popular with the younger generation and is today available in a variety of flavours: Orange, Peach, Pineapple, Mango and Strawberry and Banana with natural fruit pieces, carefully picked from the best crops across the world.

The 'Queen' of the beverage industry

In addition to the great taste of Rani Float, the juice drink (Rani Juice drink) also offers unique, convenient and fun packaging. Rani juice drink comes in many flavours, such as Mango, Apple, Cocktail, Orange, Red Grapes and Guava. In 2009, Rani Juice drink brand identity had a complete revamp (new packaging, new labels). In 2010 Rani Float was re-launched in a new can, which fueled even more the growth and development of the brand. The new brand identity packaging of Rani Float provides a more contemporary look with a distinct burst of colour, reflecting the drink's famous fruit chunks and reminding consumers of the rich flavours that Rani Float offers.

The word "Rani" means "Queen" in Hindi and Urdu languages. Staying true to its name, Rani Float reigns the beverage industry today. Having been constant and persistent in the top-quality production of lip-smacking range of juices for more than 30 years, it isn't surprising to know that more than 4,000 people shake Rani every minute with Rani Float Peach and Orange being the best sellers across the markets. Rani sold more than 2.1 billion units in 2011, almost five times the number of people in the Middle East and this number will keep growing if the brand continues delivering its high-quality services and swooning the hearts of billions of its consumers with its refreshing drinks.



Tiger Beer is a popular, award-winning, and truly international beer brand owned by Asia Pacific Breweries (APB), a company founded as Malayan Breweries Limited (MBL) in 1931, in a joint venture between Heineken International and Fraser and Neave. Its regional operations have a long history and heritage as a leading brewer in Asia Pacific. APB brews quality beers, builds award-winning brands and is committed to wooing its consumers.

Brewing quality beers

Today, Heineken Asia Pacific is a part of the Heineken Company, the number one brewer in Europe and the number three brewer by volume in the world. Their regional headquarters in Singapore is the ideal location for Heineken to coordinate their efforts and tap into this dynamic region with many emerging markets and high growth potential.

APB currently controls 30 breweries in 14 countries in the Asia Pacific region, selling over 40 beer brands and variants. It is wholly owned by parent company Heineken International. The company was listed on the Singapore Exchange. Its tremendously huge popularity is suggested by the fact that APB's largest footprint in Asia Pacific is its operations in over 20 countries, which means that it has a far broader reach for its brands in this region than any other brewer.

APB has an internationally diverse, dynamic, committed team of over 8,000 employees. Moreover, it is committed to sustainable use of resources, investment in communities and responsible consumption of its winning portfolio of over 50 brands. The company's main brands include Tiger Beer, Anchor, Baron's Strong Brew, Bintang Beer, DB Bitters, Tui, ABC Extra Stout and Archipelago Brewery Company range of beers. It also brews Heineken under a license from its parent company.

A popularity among billions

But it is none other than Tiger Beer which has stolen the limelight and led APB to witness immense growth and popularity among billions of its consumers. Launched in 1932, Tiger beer became Singapore's first locally brewed beer. It is a 5 per cent alcohol by volume (ABV) bottled pale lager. As APB's flagship brand, it is available in more than 60 countries. The flagship brand has entered in a number of beer tastings competitions and has performed well. At the 2011 World Quality Selections, organized by Monde Selection, the brand won Gold Quality award. According to Brand Finance's Top 100 Singapore brands 2012 Report, Tiger is amongst Singapore's top 10 most valuable brands.

APB has breweries in Singapore, Malaysia, Thailand, Vietnam, Cambodia, China, Vietnam, New Zealand, Papua New Guinea, Solomon Islands, New Caledonia, Sri Lanka, Laos and Mongolia. The company has a strong market share in several countries within the Asia Pacific Region, primarily in Singapore, Malaysia, Vietnam, Cambodia, Papua New Guinea and New Zealand. In Malaysia, Tiger Beer is produced and marketed by Guinness Anchor Berhad (GAB). In the UK, the popular drink is served in more than 8,000 premium bars/clubs and distribution outlets in its major cities. It is now brewed in Edinburgh. Keeping pace with its rising demand and consumption, Tiger Beer gained considerable popularity in Detroit in October 2006 due to the Detroit Tigers Baseball Team's entrance into the 2006 World Series.

'Uncage the tiger'

It is not a surprising fact that not only Tiger Beer has won the hearts of billions of its consumers worldwide; it has also saved a special place for itself in the popular culture. In the 1930's, Tiger Beer came up with its slogan – "It's Time for a Tiger" which has been running for decades since its inception. It became so popular that the writer Anthony Burgess named his first novel Time for a Tiger (the first part of the Malayan trilogy The Long Day Wanes) after the advertising slogan. Not only this but the beer can was also seen being poured in the 2002 movie The Transporter with Jason Statham.

Crates of Tiger appeared in the 2008 film Tropic Thunder. Also, in the 2001 Hong Kong action thriller The Accidental Spy it's the preferred beer of Buck Yuen (played by Jackie Chan) who orders it by name in a bar and, also has an empty bottle of Tiger by his bed in the next scene as he wakes up from a dream. Likewise, in the movie The Odd Angry Shot about the Australian Special Air Service during the Viet Nam war, Tiger is considered the beer of choice among American and Aussie troops. Tiger is seen as a favorite among British troops during the Malayan emergency in the film The Virgin Soldiers. This world-acclaimed premium lager has won over 40 international medals including the U.S. Brewers World Beer Cup and continues to be enjoyed by the masses owing to its unique and winning taste and top-notch quality.



HIGHLIGHTS

Today, Tiger's uniquely refreshing and full-bodied flavour is enjoyed in more than 70 countries has won fans all over the world, including over 40 brewing quality awards since 1932.

Tiger has been monumental in the Monde Selection for International Institute for Quality Selections (18 Gold, 3 Silver and 1 Grande Gold) & International Quality Display (Gold).

The Company won the illustrious International Brewing Award in 2013 by Food & Beverage Industry Suppliers' Association.



Furniture & Interior Solutions

Godrej Interio



Leading the pack since its inception

Godrej Interio boasts of a market share of 18% with 72 players in organized market along with an annual turnover at Rs 1766 Crore. Hence, without any doubt, Godrej Interio has been leading the pack since its inception as a brand, speaking of the stronghold it has managed to create in the furniture market. Within the brands category of furniture marketers (manufacturers and traders), it has the highest market-share of 18% and the next best is around 8%.

Tangibly, the brand is a market leader; being the only brand that is profitable for the last decade with the brand's growth rate being higher than that of the industry. Godrej Interio, indeed, is the only manufacturer of sustainable products in India with the largest portfolio of 600 green products.

Transforming lives

Godrej Interio has always put an unwavering focus on usage experience, product ecosystems with relatively irreproducible products and a sustainability in business. These brand values come actually from customer insights which leads to transformation of spaces and

usage experience, hence enabling the brand to stay true to its brand platform, 'Transform your Life'. The brand resorts to a continuous user insights coupled with high levels of engagement while moving from user focus to focussed users. Sustainability has been maintained with a focus on cradle-to-grave lifecycle of products. Also, disruptive innovations in business models and experience model have helped in the distribution of high quality manufacturing.

Innovation & connect

Furniture in India is seen as a very long term investment and is retained from 10 to 18 years before it is changed. On the other hand, another part of India has youngsters who look at linking their life stories with pieces of furniture which can be changed frequently. In order to achieve this two-fold challenge, Godrej Interio has ensured that it sustains the connect with the existing set of audience while attracting a newer set of audience which is much younger.

For understanding and connecting with their users in a better way, the brand has split them in three different categories: the simplistic users, the experimental users and the evolved users. While it focuses on the experimental users by creating awareness through TV, print and web, it also engages with its users by combining digital or virtual to real life experiences with engagement programmes like Upload and Transfer. Here, the users are asked to upload images of their homes and tell their stories about how they want their life spaces to be. With this, Godrej selects a few homes and transforms them realizing their briefs. Over and above the campaign, it keeps introducing a wide range of activities which create more personalized touch points for its users.

Godrej Interio has always been extremely proactive when it comes to innovation. It works with the Institute of Design (ID), IIT Chicago, to develop a strong culture of innovation within the company. Whether it is business process design, user experience design or product design, the brand applies the innovation frameworks of ID as a working process. The successes of these are measured as either a value creator or distributor principle. Each innovation goes through a prototype testing process and post implementation, the implemented piece becomes the prototype for the next level of innovation. This is a continuous and iterative process involving users and has played a large role in making Godrej Interio a trusted, preferred and loved manufacturer of furniture in every Indian household.

HIGHLIGHTS

Godrej Interio has been leading the pack since its inception with a market share of 18% with 72 players in organized market along with an annual turnover at INR 1766 Crore.

The brand, indeed, is the only manufacturer of sustainable products in India with the largest portfolio of 600 green products.

Godrej Interio puts an unwavering focus on usage experience, product ecosystems with relatively irreproducible products and a sustainability in business while staying true to its brand platform, 'Transform your Life'.

Godrej Interio is undoubtedly, India's largest furniture brand. From being the manufacturers of the humble Storwel cupboard 80 years back to being a vibrant, innovative brand with a diverse portfolio, Godrej Interio has stood the test of time and emerged as the most trusted brand in the country. It is a business unit of Godrej & Boyce Mfg. Co. Ltd. - part of the Godrej Group, one of India's largest engineering and consumer product groups.

Godrej Interio is well known for bringing alive the customer's dream space by emphasizing comfort and aesthetics while delivering well designed, fun and functional furniture solutions. True to the Godrej mission to conserve the environment, the brand designs products, sets up processes and uses raw materials that are eco-friendly to do their bit to preserve natural resources. Today, it offers its customers, a plethora of options for home and office furniture, along with solutions for laboratories, hospitals and healthcare establishments, education and training institutes, shipyards and navy, auditoriums and stadiums. Nonetheless, Godrej Interio has marked its presence all across India through our 50 exclusive showrooms in 18 cities and through 800 dealer outlets.





Healthcare

Bilcare Research GCS

Cerebos

Cipla



Unique facility

Clinical Trial Material Supply and Service Industry, where Bilcare GCS operates is directly linked to burgeoning growth of Clinical Trial Industry both in India and elsewhere worldwide as west look towards east. Further, new technologies and the outsourcing of clinical trials to lower-cost countries, like India have slowed down annual expenditures in the U.S. Clinical Trial spending is expected to reach USD \$28.5 billion. To effectively fulfill such a demand, Bilcare has dedicated 25000 sq. ft. State FDA licensed facility on an 11 acre land for carrying out packaging, storage & distribution operations of clinical trial supplies. It is licensed for handling Narcotics & Psychotropic Drug Substances (NDPS/ Controlled Drug Substances) and has world class SOPs in line with USFDA & MHRA requirements. The company boasts of 3 primary and 10 secondary packaging high class maintained GMP suits with validated and qualified Equipments. Dedicated and secure warehousing, storage and distribution areas with restricted access specific temperatures and highly secure vaults for controlled drug substances are some of the features of this sprawling facility.

Transforming health outcomes - touching lives

Bilcare is a unique organization that has been tirelessly serving with a strong research foundation and unending quest for global leadership in the pharmaceutical and healthcare service space. Undoubtedly, it is an organization of passionate professionals who go that extra mile to share excellence and spread joy. The company's mission is to provide reliable and credible long-term clinical trial material supplies partnering with Global Sponsor/CRO to successfully conduct the clinical trials worldwide. Being one of the very few companies globally dealing in clinical trial materials supplies business, it has immersed as a leader in Asia. The company's comparator procurement business picked-up substantially in the past 3 years and today contributes almost 70 per cent of the total revenues. With over 150 global regular customers including leading Pharma, CROs and Innovator companies worldwide; over 150 business partners aligned to provide seamless CTMs services to over 50 countries globally and more than 30 strong global depot network to seamlessly provide CTM services to major hub and spoke locations, Bilcare has emerged as a much preferred and recognized brand. Its in-house label generation system software has been established to offer labeling services at optimal cost which in turn impacts on the overall cost reduction in the packaging and labeling business. Bilcare takes pride in being one of the first Indian companies in the CTMS supply services business to get PIC/s certification leading to provide services to 46 PICs participating countries. With a proven exposure to handle global trial with MHRA/ USFDA, the company is a facilitator in major drug trial and hence making global impact on healthcare.

At Bilcare GCS, the commitment is to deliver end-to-end solutions that offer support throughout the entire Clinical Trial Life Cycle with a core focus to meet strategic clinical trial needs with world-class capabilities and unwavering focus on service and quality. Thus, Bilcare is an organization of passionate professionals who go that extra mile to share excellence and spread joy.

"Bilcare Global Clinical Supplies (Bilcare GCS) is a global leader in clinical supply chain management. Today, about 90 percent of Bilcare GCS projects involve comparator drugs procurement + Clinical Packaging and Labeling and Temperature controlled logistics services. Our extensive global experience in handling the most crucial studies has enabled Bilcare GCS to develop best practices in Logistics and Operations including the creation of customized comparator sourcing plans for cost effective and speedy clinical trials". - Dr. Abhigyan Upadhyay(COO of Bilcare GCS).

In the evolving Pharmaceutical and Biotechnology industry that is marked with new challenges and newer and better technologies to counter them, Bilcare Ltd., is a name that spells unmatched quality, brilliant innovations and swift action, has withheld its prime position in this competitive industry for the past three decades. A pioneer in clinical Packaging and Labeling industry, Bilcare Ltd., has set a benchmark of quality and productivity in this ever evolving industry. A unit of this company, Bilcare GCS offers a full spectrum of services across the supply chain, right from pre-formulation to global logistics and distribution. The critical areas of expertise include comparator procurement, depot management, clinical packaging and labeling, regulatory and analytical services, as Dr. Abhigyan Upadhyay (COO of Bilcare GCS) explains "Bilcare Global Clinical Supplies (Bilcare GCS) is a global leader in clinical supply chain management. Today, about 90 percent of Bilcare GCS projects involve comparator drugs procurement + Clinical Packaging and Labeling and Temperature controlled logistics services. Our extensive global experience in handling the most crucial studies has enabled Bilcare GCS to develop best practices in Logistics and Operations including the creation of customized comparator sourcing plans for cost effective and speedy clinical trials".

Bilcare | Global
Research | Clinical
Supplies

HIGHLIGHTS

- PICS Certification 2014 enables Bilcare GCS to support clinical trials to over 40 participating countries.
- Best Logistics Services to 25 depots worldwide and best storage services from -80 Degrees Celsius to 25 Degrees Celsius.
- Offers next generation anti-counterfeiting labelling and intelligent packaging solutions.

Customized and innovative solutions

Bilcare GCS is engaged in offering unmatched Clinical Trial Materials Supplies (CTMs) services to the Pharmaceutical, Biotech and Consumer health industry. Motivated by innovation and striving hard to make a difference, its Clinical Trial Material Supplies (CTMs) services strictly adhere to international norms of packaging, storage and distribution, and are created with an intention to reduce latency at various stages involved in the development and production of drug formulations

Through comprehensive packaging research, Bilcare GCS provides customized and innovative Clinical Packaging Solutions. Bilcare Optima is a trademark product of Bilcare that identifies appropriate packaging requirement for any drug formulation, thereby alleviating need for trials and aiding in shrinking the time lines of the trials. This brilliant technology has contributed in delivering Bilcare GCS's most valued deliverable, 'speed-to-market'. On the other hand, Bilcare also understands the challenges of rising counterfeit and brand growth in this highly competitive healthcare market. To address this issue, Bilcare has developed the nonClonableID Technology, a unique and first-of-its-kind patented technology to guard products, brands and assets, against counterfeiting. In present scenario, Genomics, Microarray analysis, high-throughput screening, and other technologies have increased the complexity of pharmaceutical research. To overcome this challenge, Bilcare has aimed to establish a critical success factor 'Speed-to-Market' through meticulous and advanced research with the help of innovative patented tools



In 1892, a French chemical engineer decided to mix calcium phosphate with salt which resulted in the invention of dry-pouring salt. This moment of eureka gave birth to z Pacific Limited. The name Cerebos has two parts – “Ceres” comes from the Roman goddess of wheat harvest and “os” from the French word for “bone” that the phosphates in salt strengthens. Headquartered in Singapore, Cerebos is a wholly owned subsidiary of Suntory Holdings Limited. The organisation deals majorly in three verticals – food, health supplements and coffee. The Health Supplement Division in Asia manages the brand ‘BRAND’S’, which deals in liquid and tablet product ranges for consumers’ health and wellness needs. In Australasia, the Food and Coffee Division manages products including gravies, sauces, coffee and cooking aids marketed under established brand names such as Gravox, Fountain, Robert Harris, Mocopan, Toby's Estate, Caffel'affare and Gregg's.



”

HIGHLIGHTS

Cerebos wins a Gold trophy in 2012 Great Wall Advertising, Silver and Bronze Merit medals at the China 4A Awards and the 2012 Effie Awards

Cerebos is awarded the Platinum Award at the Singapore HEALTH Award 2012 conferred by the Health Promotion Board

BRAND'S® continues to be voted as the "Favourite Brand" in the Health & Wellness Category at the Annual Guardian Health & Beauty Awards in Singapore where 6 BRAND'S® products wins the Grand Gold and Gold Quality Awards in the Monde Selection Awards 2013

“

Creating value

The reason behind Cerebos’ success is its crystal clear vision – only by creating value for its employees, its customers and its stakeholders, can it become a leading food and health supplements enterprise across globe. In 2010, Cerebos touched its first billion dollar turnover mark bringing the company closer to fulfilling its vision of becoming a “Best Practice Company”. The work in this direction has already begun. Cerebos is presently focussing on six key areas, which are innovation and new product development, human resource, digital marketing, speed of expansion into new markets, value chain management, and corporate social responsibility. The organisation endeavours to become a two billion dollar company by 2020 along with a drive for dynamic, sustainable growth to withstand every economic shock and challenge. To achieve this Cerebos has decided to be more competitive, increase sales, develop new markets and become more efficient. It envisions becoming the “leading food and health supplements enterprise in Asia Pacific region by creating value for our employees, our customers and our shareholders.”

A socially responsible corporation

At Cerebos, good corporate social responsibility (CSR) is a fundamental business principle. It has imbibed the practice of value creation for the company’s stakeholders in the very flesh



and bone of Cerebos, making it an integral part of our business strategy. Cerebos believes that a viable business model by default includes CSR, because it helps the organisation in shaping business strategies instead of having CSR as a separate portion or afterthought. CSR initiatives help in creating stakeholder's value.

They also aid in reputation enhancement, sustainable development and business excellence at work and thus should not be detached from the businesses’ mainframe. Cerebos integrated the CSR concept of the “triple bottom line” into its business. The three pillars of this concept are social value, environmental value and economic value. Social values deal with charity and community involvement, which includes employee welfare and volunteerism. Environmental values focus on undertaking best practices and investments in an environment-friendly manner.

Environment-friendly operations

Lastly, economic values deal with the company’s bottom line. But it doesn’t end here. Cerebos pays due heed towards the only home we all have – Planet Earth. All its factory operations adhere to ISO

14001 environmental standards and continuously look for ways to minimize our impact on the environment. Its Australian factories constantly strive to save water by reducing overall consumption. As a signatory to the National Packaging Covenant (NPC) since the year 2000, Cerebos has remained committed to their promise of reducing packaging waste and do not overlooked the fact that its packaging has an impact on the environment. To make this more effective, its New Zealand factories are developing a new environmental programme to reduce environmental impact of packaging. A new Packaging Stewardship Scheme was launched in 2010, with an aim to reduce packaging waste, increase recycled content in packaging and, increase consumer awareness and understanding of sustainable packaging. Its other factories which are located in Thailand, Malaysia and Taiwan also observe several ISO environmental and safety standards that see reductions in electricity, steam and water consumption.

Recognising the importance of educating office staff, Cerebos organised an educational trip for the staff members in Singapore to PulauSemakau. The intention was to raise awareness on the need for individuals to do their bit for the environment through small but significant actions. In Taiwan, the Green Finger Programme was initiated to educate employees on the ease of doing their part for the environment - as easy as lifting one finger. It has also adopted the Global Reporting Initiative (GRI) and has dedicated the past year to the selection of relevant indicators for the organisation.



Cipla is one of the world's largest generic pharmaceutical companies. Its journey began in 1935 when founder, Dr. K. A. Hamied, set up an enterprise with a vision to make India self-sufficient in healthcare. Over the past 77 years, Cipla has emerged as one of the world's most respected pharmaceutical names, not just in India but worldwide.

Cipla

This global pharmaceutical company has been working with dedication and moving forward towards its goal to ensure that no patient shall be denied access to high quality and affordable medicine and support. Cipla's mission is to be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients. Cipla manufactures a range of pharmaceutical and personal care products. The company offers active pharmaceutical ingredients (APIs); and formulations in therapeutic areas, such as allergy, analgesic, anti-malarial, anti-infectives, cardiology, dermatology and cosmeceuticals, diabetology, gastroenterology, HIV-AIDS, hormones and steroids, iron chelators, musculoskeletal, neuropsychiatry, nutritional and ophthalmic products, oncology, respiratory, urology, and women's health in various dosage forms. It also provides veterinary products for various animals, including companion, equine, general care, live stock, and poultry. In addition, the company offers inhaled medication and devices, such as dry powder inhalers, single-dose capsule and multi-dose dry powder inhalers, breath-actuated metered dose inhalers, non-static spacers, baby and infant masks, and nasal sprays. Further, it provides consulting, commissioning, plant engineering, and technical know-how transfer and support services.

Cipla has over 2000 products in 65 therapeutic categories available in over 40 dosage forms. Its key products include the drugs - Escitalopram (anti-depressant), Lamivudine, Fluticasone propionate. The company's excellent Research and Development (R&D) centre is focused on developing innovative products and drug delivery systems, giving the country and the world many 'Firsts'. The pharmaceutical company is widely known for being the world's largest manufacturer of antiretroviral drugs (ARVs) to fight HIV/AIDS, as measured by units produced and distributed. Roughly 40 percent of HIV/AIDS patients undergoing antiretroviral therapy worldwide take Cipla drugs. The pharmaceutical company also pioneered a three-in-one tablet called Triomune containing a fixed-dose combination (FDC) of three ARVs (Lamivudine, stavudine and Nevirapine), something difficult elsewhere because the three patents Cipla held by different companies. Another popular fixed-dose combination is produced under the name Duovir-N. This contains Lamivudine, Zidovudine and Nevirapine. Cipla manufactures generic versions of many of the most commonly prescribed anti-retroviral medication in the market and is a highly capable manufacturer in its own right. This innovation made ARVs far more accessible and easy-to-take for patients everywhere, but particularly in poor- and middle-income countries, where the vast majority of people on anti-retroviral therapy (ART) now take such combination pills.

Cipla was among the first companies to register AIDS drugs under the US relief program PEPFAR. It has also been a major supplier of ARVs to the Clinton Foundation's HIV/AIDS Initiative, which has negotiated low-cost drug supplies for numerous developing countries. Cipla also has a wide product range comprising antibiotics, anti-bacterials, anti-asthmatics, anthelmintics, anti-ulcerants, oncology, corticosteroids, nutritional supplements and cardiovascular drugs. The company boasts of having at least nine different prescription drugs registered with the US FDA. Being equally active in the anti-bacterial and anti-asthmatic segments. In addition to this, it was the first company in Asia to launch a non-CFC metered dose inhaler.

Cipla has not less than 34 state-of-the-art manufacturing facilities that make Active Pharmaceutical Ingredients (APIs) and formulations, which have been approved by major international Regulatory Agencies. Being

the manufacturer of over 2000 products in 65 therapeutic categories; with over 40 dosage forms, its products cover a wide spectrum of diseases ranging from communicable, non-communicable, common and emerging diseases to even rare diseases.

With more than seven decades of dedication and service in the field of healthcare, Cipla has secured a global presence in over 170 countries through its exports and strategic alliances. Its exports include raw materials, intermediates, prescription drugs, OTC and veterinary products. The company has partnerships and alliances for product development, technical support and marketing, and is helping several developing countries in their quest for self-reliance. CIPLA is hence known for its uncompromising quality standards in all its products and services, across the world.

HIGHLIGHTS

- Leader in 8 major respiratory diseases
- 3rd largest producer of MDIs in the world
- 34 internationally approved plants and 65 therapeutic categories



Home Electronics

OSIM

With over three decades of experience and unwavering dedication in developing innovative and reliable healthy lifestyle products, OSIM International Limited has become a name trusted for a healthier lifestyle and overall well-being, globally. Its journey originally began in 1980 as an electrical and household appliance company under the name of R Sim Trading which was founded by Ron Sim. Before moving on to healthy lifestyle products, the organisation dealt in daily-use products like knives, knife sharpeners and mobile clothes drying stands. Nine years hence the company registered the name Health Check and Care, and the saw the shift in its focus. Ever since the company has been witnessing great success which was first accounted for when OSIM opened its outlets in Malaysia and Indonesia.



Vast product range & distribution

OSIM is engaged in marketing, distributing and franchising healthy lifestyle products, primarily in North and South Asia, US, Africa, Europe, the Middle East, and Oceania. Its vast product range includes massage chairs, foot reflexology rollers and handheld massagers along with other fitness equipments. OSIM is also involved in the wholesale, retail and distribution of 'nutraceutical' products and supplements, and sale and marketing of luxury tea products. It runs a network of more than 1,100 outlets out of which 590 are of OSIM, 38 are of RichLife, 215 are of GNC, 16 are of TWG Tea and 278 are Brookstone branded outlets. It was in 1993 when OSIM made the official launch of its brand name which saw an immediate expansion in its distribution network – approximately 60 point-of-sale outlets in Asia alone. In the same year OSIM also opened its first concept shop in Shanghai. Nine years later, in 2002, the company opened its global business headquarters in Singapore. The Economic Development Board felicitated OSIM with the Business Headquarters Status (BHQ). OSIM is a combination of the surname of its founder, Sim, followed by an 'O' which stands as a symbol for the globe.

An experience of total well-being

OSIM endeavours to provide its users an experience of total well-being. At OSIM it's about, "living an inspiring life. We channel our brand at each and every customer touch point, communicating our values through our products, our outlet, our brand image, our service excellence and in-depth knowledge of holistic health." As per a survey conducted by Synovate, an international market research company which was supported by International Enterprise Singapore (IE Singapore), OSIM ranked first in the category of healthy lifestyle product brand in customer's mind across Asia. The research results clearly show the Asia-wide consumer support of OSIM's mission - bringing well-being and healthy lifestyle to customers and inspiring them to live their

life to the fullest. In the third quarter of 2005, the company acquired a US brand, Brookstone.

design and quality. Some of such products which won the award were uVenus in 2011, uShape in 2008 and iLife in 2005. uVenus said to be the world's first 'ambient purifier'. The award-winning uVenus cleans, purifies and transforms the ambience around you with its innovative air-purification technology scientifically researched mood light and music programmes. The combination of scientifically researched mood-lights and music programmes in uVenus help to relax your mind and body while the pure clean air allows for easier and healthier breathing. Then in queue is OSIM's uSpace. Inspired by Nature, uSpace is your personal cocoon of well-being. A private space of retreat combined with clinically-proven music, mood light, and massage to deliver a revolutionary trio of multi-sensory stimulation. uSpace redefines personal well-being and promises nothing less than a complete renewal of your body, mind and soul. Then there is OSIM's iLife. iLife's multi-action 'Tru-air Purification Process' removes 99.97 per cent of the harmful particles in the air effectively and emits negative ions to provide clean, safe and healthy living.

High admirability quotient

OSIM has bagged awards consistently throughout its journey. These lists of awards include "The Most Valuable Singapore Brands", "The Strongest Singapore Brands" and "The Brand with Exceptional Performance". And talking about consistency, when OSIM received these brand awards in 2006 it was for the fifth consecutive year. In 2002 and 2005, OSIM was also selected as one of the "200 Best Under-a-Billion" companies outside the US by Forbes. They've also been a recipient of the Red Dot Design Award on more than one occasion. The Red Dot Design Award is a highly respected independent international product design competition. With a distinguished 56-year history, this globally coveted award is an international seal of outstanding product

HIGHLIGHTS

The company consistently earned for itself prestigious Singapore awards such as "The Most Valuable Singapore Brands", "The Strongest Singapore Brands" and "The Brand with Exceptional Performance". The OSIM brand received this Brand award for the 5th consecutive year in 2006.

In 2002 and 2005, OSIM was also selected as one of the "200 Best Under-A-Billion" companies outside the U.S. by Forbes.

The brand has also been the recipient of the Reddot Design Award on more than one occasion in 2005, 2007 & 2008.



Infrastructure & Real Estate

City Developments Ltd.

DLF

Emaar Properties

Keppel Corporation

RAK Ceramics

City Developments Limited (CDL) has been Singapore's most renowned and trusted property pioneer since 1963. It is a Singapore listed international property and hotel conglomerate involved in real estate development and investment, hotel ownership and management, facilities management and the provision of hospitality solutions.

With an extensive network of more than 400 subsidiaries and associated companies under its wings, the group currently owns and manages a solid portfolio of residential and investment properties, including hotels. CDL's network spans 88 locations across 25 countries, including Asia, Europe, the Middle East, North America and New Zealand/Australia. Its China division and wholly-owned subsidiary, CDL China Limited, has been strategically making inroads in China's key cities. CDL has also succeeded in establishing a real estate platform in the United Kingdom which focuses on acquisitions of real estate in Greater and Central London for development and investment.

A legacy of industry leadership

Emerging from a very humble beginning, CDL began in a small, rented office in Amber Mansions on 7 September 1963, staffed by only eight employees, to acquire, develop and sell property. The company went public in November 1963 and its shares were listed on what was known then as the Malayan Stock Exchange. In 1965, CDL completed its first housing project, Fresh Breezes in Johor Bahru, and pioneered the "show flat" concept. This was followed by the launch of its first high-rise residential development in Singapore, City Towers, as well as the completion of Phase One of Clementi Park, CDL's first full condominium concept project, in 1966.

With over five decades of track record, CDL has now emerged as a big player in the real estate market. Today, City Developments Ltd. is engaged in the property development, ownership, and investment holding. It operates through the following segments: Property Development, Hotel Operations, Rental Properties, and Other. The Property Development segment develops and purchases properties for sale. The Hotel Operations segment owns and manages hotels. The Rental Properties segment develops and purchases investment properties for sale. The other segment comprises club operator and owner, investment in shares, property management, project management and consultancy services and provider of information technology and procurement services.

CDL holds an impressive track record of having developed over 34,000 luxurious and quality homes across diverse market segments. As one of Singapore's biggest landlords, it owns close to 7.2 million square feet of floor area of office, industrial, retail, residential and hotel space locally and globally. Amongst private developers in Singapore, the group possesses one of the largest land banks, with close to 2.4 million square feet, which can be potentially developed into over 7.9 million square feet of gross floor area. The group's global presence is led by its diversification into hospitality management and the acquisition of hotel assets through CDL's London-listed subsidiary, Millennium & Copthorne Hotels plc (M&C). As one of the world's largest hotel groups, M&C owns, asset manages and operates over 110 hotels globally.

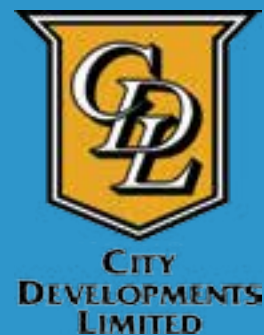
Shaping lives

By offering quality and innovative products, unsurpassed service and value for money, CDL has set itself apart from the other real estate giants. It has always maintained profitability and optimum returns for the investments made by its investors. Shaping the lives of its customers for more than five decades, CDL has been providing excellent services with a vision to maintain the industry leadership in innovation, product quality, service standards, profitability and corporate social responsibility.

Recognition of business excellence

As a property pioneer, CDL has been honored with numerous awards and accolades that reflect its commitment to its stakeholders. Many of these Corporate, Environmental and Project Awards have been conferred in recognition of our business excellence and ability to create and manage some of the world's iconic homes and state-of-the-art offices.

Other accolades pay tribute to its championship of Corporate Social Responsibility. The company's outstanding record through a holistic approach embodies an enlightened commitment to its stakeholders, which include customers, investors, suppliers, employees and the community at large. CDL has the distinction of being the first Singapore company to be listed on three of the world's sustainability benchmarks - FTSE4Good Index Series since 2002, Global 100 Most Sustainable Corporations in the World since 2010 and the Dow Jones Sustainability Indices since 2011.



HIGHLIGHTS

First Singapore property developer to publish a Level A+ Sustainability Report checked by the Global Reporting Initiative (GRI) using the GRI G3.1 guidelines and the Construction and Real Estate Sector Supplement in 2012.

Named the Asia Pacific Green Builder of the Year 2012 by global research and growth consultancy, Frost & Sullivan.

The only developer to receive the Quality Champion (Platinum) accolade from the Building and Construction Authority (BCA) for two consecutive years. In addition to this pinnacle honour, CDL also received another 28 project awards at the BCA Awards 2014.



DLF is the largest commercial real estate developers in India. After more than six decades of relentless work, it has become synonymous with new urban lifestyle for premium homes, offices, and retail spaces. Having nearly 70 years of track record of sustained growth, customer satisfaction, and innovation, DLF has 284 msf of planned projects with 41 msf of projects under construction. Its primary business being development of residential, commercial and retail properties, the company has a unique business model with earnings arising from development and rentals. Its exposure across businesses, segments and geographies, mitigates any down-cycles in the market. From developing 22 major colonies in Delhi, DLF now boasts of a presence across 15 states-24 cities in India. DLF has always been committed to provide a better living experience to its customers through constant innovation. Most of these initiatives have been taken beyond its regular line of business.



HIGHLIGHTS

DLF has nearly 70 years of track record of sustained growth, customer satisfaction, and innovation. The company has 284 msf of planned projects with 41 msf of projects under construction.

After more than six decades of relentless work, DLF has become synonymous with new urban lifestyle for premium homes, offices, and retail spaces.

2015: Retailer of the Year by Asia Retail Congress: DLF Promenade



Development and annuity business

Credited with introducing and pioneering the revolutionary concept of developing commercial complexes in the vicinity of residential areas, DLF has successfully launched commercial complexes and is in the process of marking its presence across various locations in India.

The vast development business of DLF includes Homes and Commercial Complexes. While the Homes business caters to 3 segments of the residential market - Super Luxury, Luxury and Premium, the product offering involves a wide range of products including condominiums, duplexes, row houses and apartments of varying sizes.

The annuity business of the company consists of the rental businesses of offices and retail. DLF is a name synonymous with global standards, new generation workspaces and lifestyles. It has the distinction of developing commercial projects and IT parks that are at par with the best in the world. DLF has become a preferred name with many IT & ITES majors and leading Indian and International corporate giants, including GE, IBM, Microsoft, Canon, Citibank, Hewitt, WNS, Bank of America, Cognizant, Infosys, CSC and Symantec, among others.

DLF pioneered the retail revolution in the country and brought about a paradigm shift in the industry by redefining shopping, recreation and leisure experiences with the launch of City Centre in Gurgaon in 2000. The Retail Malls business is a major thrust area for DLF. DLF takes pride in its strong management team running independent businesses, though complementing each other in cases of opportunities of mixed land use. The company's mission is to build a world-class real estate development company with the highest standards of professionalism, ethics and customer service and to thereby contribute to and benefit from the growth of the Indian economy.

'Building India'

DLF's mission line 'Building India' at once conveys its mission and vision while intrinsically reflecting the Group's commitment and its 60-year heritage. With a vision to contribute significantly in building a new India and becoming the world's most valuable real estate company, the company aims to build a world-class real-estate concept across six business lines with the highest standards of professionalism, ethics, quality and customer service. In order to achieve such a lofty task, DLF has been making sustained efforts to enhance the customer value and quality through its ethical and professional service. The compliance and respect for all community and environmental and legal requirements has helped the company reach so far.

Protecting the environment

Protecting the shared environment is of fundamental importance to all at DLF. It recognises the positive impact it can make in protecting and adding to the environmental richness including the natural resources (water, air, energy and raw materials) and bio-diversity of the ecosystem it operates in. All this does not only make sound commercial sense for business sustainability, but is also a matter of delivering towards future generations for sustainability. In order to achieve this goal, the company's policy is to comply with or exceed the requirements and spirit of applicable environmental legislation and regulations while optimizing the use of natural resources in order to reduce pollution, minimize wastage and maximise reutilization and recycling.

DLF is working to align organizational processes, establish quantifiable targets, as appropriate, review programs and processes for continuous compliance and improvements. It wishes to continually improve the environment sustainability performance of its end-products by using energy efficient lighting and HVAC systems, using feasible renewable energy sources, treatment and recycling of wastewater, and harvesting rainwater.





”

HIGHLIGHTS

Emaar was honoured with the very first Green Facility Management Organization of the Year award by the Emirates Green Building Council (Emirates GBC) in 2014.

Emaar becomes first Accredited Association Management Company outside the US in 2013.

Creators of The Burj Khalifa at 2,716.5 ft, the 200 plus storey icon have 160 habitable levels, more than any building in the world. With a total built-up area of 5.67 million sqft, BurjKhalifa features 1.85 million sqft of residential space and over 300,000 sqft of prime office space.

“

Established in 1997, Emaar Properties is a Public Joint Stock Company listed on the Dubai Financial Market. A pioneering developer of integrated master-planned communities, Emaar has transformed the real estate sector in Dubai, United Arab Emirates. Emaar is extending its expertise in developing master-planned communities internationally, and today, has a significant presence in several key global markets. Simultaneously, the company has developed competencies in hospitality & leisure, and shopping malls & retail. Emaar's world-class project development competencies are underlined by its iconic assets in Dubai and other international markets. Downtown Dubai is Emaar's flagship development. Today, the world's most visited lifestyle destination, the 500-acre neighbourhood is home to the iconic Burj Khalifa, The Dubai Mall and The Dubai Fountain. Emaar's established communities include Arabian Ranches, Emirates Living, and Dubai Marina. Several mega-developments that define the city of the future are being developed by Emaar in its core markets including Dubai. Through strategic partnerships, Emaar has expanded its land bank in Dubai to build cities of the future.

Adding to the quality of life

Emaar is the developer of elegantly designed and exceptionally built property, malls, and hospitality projects across the world. They create homes, offices, retail centres, hotels, and leisure destinations that add to the quality of life. Their single-minded purpose is to ensure that the delivery of projects is of the highest standards and provide superior customer service across the customer journey. Today, those projects add tremendous value to the local economy and create thousands of jobs. Having taken the successful development model to high-growth international markets, where development of world-class projects that underlines their competencies and commitment to quality.

The master planners

The flagship development of Emaar Malls is The Dubai Mall, the world's largest shopping and entertainment destination, and the world's most-visited shopping and leisure destination. Located in the heart of the Downtown Dubai, the flagship mega-project of Emaar is described as 'The Centre of Now.' Emaar Malls also owns and manages Souk Al Bahar, an Arabesque style dining and entertainment development in Downtown Dubai; Dubai Marina Mall, a lifestyle shopping mall for residents and visitors of the Dubai Marina community; and Gold & Diamond Park, a shopping destination dedicated to gold and jewellery. Emaar is now further enhancing the fashion and lifestyle choices at its flagship mall with the expansion of its Fashion Avenue by another one million sq ft. The extension, which will add 150 new brands to the mall, is in line with the goal of welcoming over 100 million visitors in the next three to four years. Emaar's expertise extends to the creation of community centres in each of its master-planned communities. The community centres, which vary in size, serve a common goal – to provide refreshing and convenient choices in retail and leisure in every Emaar community. With a gross leasable area of over 5.8 million sq ft in Dubai, Emaar's mall assets include The Dubai Mall,



Dubai Marina Mall, Souk Al Bahar, and Gold & Diamond Park. Emaar Hospitality Group owns and manages a diversified portfolio of hospitality assets including hotels, serviced residences, golf retreats, a polo and equestrian club, lifestyle dining outlets, and the Dubai Marina Yacht Club. Established in 2005, Emaar Hotels and Resorts are focused on developing and managing a portfolio of ultra-luxury hotels in key international cities. The flagship venture of Emaar Hotels and Resorts is Armani Hotel, a joint venture between Emaar Properties and Giorgio Armani S.P.A – the first ever partnership of the fashion legend with a property developer. The first Armani Hotel is located in Burj Khalifa, the world's tallest building by Emaar Properties, while a second property, Armani Hotel Milano, is located in Italy.

Quality and excellence

The world's tallest building – Burj Khalifa is a global icon that pushes the frontiers in design, architecture, and construction. At 2,716.5 ft, the 200 plus storey Burj Khalifa has 160 habitable levels, more than any building in the world. With a total built-up area of 5.67 million sqft, BurjKhalifa features 1.85 million sq ft of residential space and over 300,000 sq ft of prime office space. That is in addition to the area occupied by the Armani Hotel Dubai and the Armani Residences. With 900 residences including studios and one, two, three, and four-bedroom apartments, The Residence in Burj Khalifa is designed for the connoisseur. Offering 160 guest rooms and suites, restaurants and a spa, Armani Hotel Dubai brings to life the 'Stay with Armani' promise, an exceptional lifestyle experience defined by the highest standards of aesthetics and service excellence. Over 1,000 pieces of art by prominent international and Middle Eastern artists adorn the interiors of Burj Khalifa and Mohammed Bin Rashid Boulevard.



Keppel Corporation commenced operations in 1968 with a vision to provide solutions to issues pertaining to offshore and marine industries, sustainable environment and urban living. After nearly five decades of consistent hard-work it has become one of the largest conglomerates in Singapore and also one of world's largest producers of offshore oil rigs.

HIGHLIGHTS

In 2005 Keppel Corp. secured the Marina Bay Financial Centre: Iconic landmark in the New Downtown, the integrated development with office, commercial, residential and entertainment offerings has a GFA of 4.7 million sf.

With a global footprint in more than 30 countries, Keppel leverages its international network, resources and talents to grow its key businesses in Offshore & Marine, Infrastructure and Property.

In 2012, Keppel O&M Technology Division was established to further strengthen technological expertise and operational processes of the Group's offshore and marine business.

Largest producer of offshore oil rigs

Designing, constructing and maintaining offshore rigs is the primary job of Keppel Offshore and Marine, also known as Keppel O&M – Keppel Corporation's marine arm. This arm also undertakes projects related to ship maintenance and conversions along with specialised shipbuilding consignments. However, in no time the specialised shipbuilding industry took a leap and to meet this rising demand Keppel Singmarine was set-up. As on today it has built over 400 diverse types of vessels. These include anchor handling tugs and, multi-purpose offshore support vessels and tug boats. They've also been known for providing advanced solutions like ice-capable vessels to a large band of clients. Keppel Shipyards, another important entity in the long list of Keppel Corporation's subsidiaries, has become a leader when it comes to the conversion of floating production storage and off-loading, floating storage and off-loading and floating storage and re-gasification units. Truth be told, Keppel Corporation's passion is not limited to just the Davy Jones' locker. Keppel Infrastructure (KI) is bent on "delivering competitive energy and related infrastructure essential for better, safer and healthier lives". KI has been responsible for developing and operating power plants in Singapore, Brazil, Nicaragua, China and the Philippines. But as the scope of expansion was massive in this sector, KI started a few subsidiaries of its own and gave each a specific purpose. For instance, Keppel Sighers helps it fulfil its 'sustainable environment' aim by providing advanced solutions to manage

problems like solid waste, wastewater, drinking water, bio-solids and sludge. Another subsidiary, Keppel DHCS, is one of Singapore's largest players providing district cooling services. At present, Keppel DHCS services three plants in Singapore with a capacity exceeding 60,000 RT (refrigeration tons). Keppel Infrastructure Fund Management, also a KI subsidiary, is the trustee-manager of Keppel Infrastructure Trust (KIT). KIT is a listed business trust that provides investors with an opportunity to invest in energy and environmental infrastructure assets. At present it owns Senoko Waste-to-Energy Plant, Keppel Seghers Tuas Waste-to-Energy Plant and Keppel Seghers Ulu Pandan NEWater Plant.

Imbibing sustainability

Over the years, Keppel Corporation has become one of the most trusted names of Singapore. The stability it commands in the market stands on the nine pillars it has instilled in its value chain – passion, integrity, customer focussed, people-centric, safety, agility and innovativeness, collective strength and, accountability. All these factors are reflected in the organisation's day-to-day activities justifying the level of success that it has attained today. In order to create a sustainable environment it is essential to imbibe 'sustainability' into the very blood and bone of the organisation. And to get this theory rolling Keppel Corporation established a whole framework around sustainability that every member of the company respects – sustaining growth, empowering lives and nurturing communities. It focuses heavily on corporate governance and prudent risk management. It ensures resource efficiency not only because it is their responsibility but also because it makes complete business sense. Due importance is also given to the people who are involved in the organisation. For this, Keppel Corporation established a Board Safety Committee (BSC) in 2006. BSC's primary task is to review and develop safety policies across all its business units. All this to ensure that "everyone who works in our (Keppel Corporation's) shipyards, plants, worksites and offices, goes home safely each and every day."

The Appreciation garnered

The effectiveness of all these measures can be judged by the kind of appreciation the organisation has gathered over the years. It secured 32 Workplace Safety & Health (WSH) Awards conferred by the WSH Council and Singapore's Ministry of Manpower. It was awarded the Human Capital Breakthrough Award by Human Capital Singapore for improving human capital and group-wide talent management practices. And recently, at the Randstad Award 2014, it was named Singapore's most attractive employer in the Engineering Sector Services category. Keppel Corporation gives its employees up to two days of paid volunteerism leave each year to participate in activities organised by Keppel Volunteers, a company-wide volunteer body that leads volunteerism activities that make a positive impact on local communities. Such efforts won Keppel Corporation the President's Award for Philanthropy (Corporate) for best practices in community involvement and corporate philanthropy. With an aim to provide assistance to the needy and under-privileged, promote education and encourage eco-friendly mindsets and initiatives, Keppel Corporation established the Keppel Care Foundation. The foundation aims at improving the well-being of the poor, needy, aged or underprivileged and, promotes and fosters community spirit. It endeavours to promote proper education, improve and protect the environment, provide relief from human suffering and, improve the standard of human life by the prevention and treatment of sickness and disease. The very fact that Keppel Corporation operates in over 30 countries enables it to decrease the level of unemployment in all its host countries. This not only adds-on to the economic welfare of these countries but also makes other organisations sensitive towards the need of generating greater and better employment opportunities.



Arguably the world's largest ceramics manufacturer, RAK Ceramics, has become a renowned name across 160 countries. This one billion dollar conglomerate endeavours to stay "close to you worldwide". They produce approximately 120 million square metres of ceramic and porcelain tiles annually. In addition to this it also produces four million pieces of sanitary-ware and around 25 million pieces of tableware.

HIGHLIGHTS

RAK Ceramics is the world's first company to launch Luminous, the wonder tile that glows in the dark and the Antimicrobial, a super specialty tile for the hospitality industry.

The global production of tiles exceeds 360,000 sq.m. and 12,000 pieces of sanitary ware per day from its 10 state-of-the-art plants in UAE and 1 plant each in China, Sudan, Bangladesh, India and Iran.

RAK Ceramics has recently achieved the status of supplying 1 billion sq.m. of tiles and 50 million pieces of bathware worldwide and it is the fastest ceramics manufacturer to achieve the milestone since its inception within two decades.

Global leader in ceramic field

In 1991, RAK Ceramics commenced operations under the guidance of His Highness Sheikh Saud Bin Saqr Al Qasimi, ruler of Ras Al Khaimah and UAE's Supreme Council Member. He, at that time, envisioned creating a brand that one day will become the world's leading innovator in ceramic field. To keep this vision intact, Abdallah Massaad, the Chief Operating Officer (COO) of RAK Ceramics, strategically positioned the brand as a premium international brand which is known for its 'innovative product range through technological advancement and high-quality production'. Some of such innovations which have come to the fore are its glow-in-the-dark tile range called 'Luminous' and its hospital-special range of tiles by the name of 'Antimicrobial'. To keep its promise of safeguarding the planet, RAK Ceramics gave birth to a new high-value brand – Elegance Ceramics. Today, the brand has become a global leader when it comes to eco-friendly breakthroughs in the ceramic industry. Elegance Ceramics has some highly appreciated tile ranges like RAK Slim, Stone Art Collection, Orion Collection and Wood Art Collection using the latest Nanopix digital printing technology.

RAK Ceramics has been acknowledged every now and then for its innovative edge in the market. It was given an AA rating and was ranked among the top four brands in the UAE by the UK-based Brand Finance Middle East in 2007. Before that in the year 2004 Arabian Business Awards recognised RAK Ceramics as the company of the year. It was also given the MRM Business Award

for Manufacturing – this is said to be the highest manufacturing award of the UAE. For its RAK Slim tile range it was given the Innovation Award at the Kingfisher Supplier's Awards in Hong Kong in 2010. RAK Ceramics is the founding member of Emirates Green Building Council, which supports the development of sustainable buildings in the UAE. The UAE Ministry of Environment and Water (MOEW) awarded the company with the Environmental Performance Certificate (EPC) in order to recognise its successful efforts to comply with environmental protection standards and regulations. It was also honoured by the Emirates Securities and Commodities Authority (ESCA) for complying with good governance and transparency according to best international practices. After all, "growth rate and profit margins are not the only parameters used to measure an organisation's success. Excellence is also honoured with awards," says Abdallah Massad, COO at RAK Ceramics.

An innovative edge

All this appreciation has not been lost on RAK Ceramics. They've constantly set benchmarks for its competitors, be it on the front of the quality of its products or the quantity of its production. Recently in 2013, RAK Ceramics supplied one billion square metres of tiles and fifty million pieces of sanitary-ware across the globe making it the fastest ceramics manufacturer since its inception two decades ago. To manage its daily production levels, which today stands at about 12,000 units of sanitary-ware per day, it has set-up ten state-of-the-art manufacturing units in various parts of the world including UAE, Sudan, China, India, Iran and Bangladesh. All in all, it takes more than 14,000 employees to man this scale of global production of which 7,000 employees are stationed in UAE. Out of these ten, two most modern factories for the production of Gres Porcellanato tiles are located at its Ras Al Khaimah base. Its versatile range of products, which vary from 10-by-10 centimetre to 185-125-2 centimetre sizes, includes a variety of Gres Porcellanato tiles made using high technologies such as such as Roll feed, Double Charge, Dry Glaze, Twin Press, Technoslate, Full Mass Products (MDR)

etc. Finishes such as Rustic, Travertino, Opificium, Cotto, Stone, Brick, Marbo, Mosaico and Antica are some from the wide range that the company creates in glazed and polished porcelain. Water jet cutting technology also facilitates unique and intricate water jet designs and diamond cutting machine tools that help to make beautiful vanity tops from Gres Porcellanato slabs. Today the company is identified as a leader in setting new trends in the production of natural look alike with Gres Porcellanato tiles, which rivals natural marble and other natural stones.

Ongoing improvements & growth strategies

RAK Ceramics is engaged in ongoing improvements and growth strategies, which has been the reason for its increase in production capacity and its investments in new technology. Machinery has been upgraded and new equipment has been added to its factory facilities. Phase One of SAP has been implemented successfully at RAK Ceramics and it's now working towards its second phase. Once this phase is implemented, it will help the organisation streamline its operations and improve its overall efficiency. This will allow RAK Ceramics to "continue introducing innovative products, improve its quality assurance, expand its network and extend its distribution channels". RAK Ceramics has two highly modern sanitary-ware factories at its Ras Al Khaimah base which produces 8,500 units and 12,000 units overall, each day. The product range includes complete bathroom suites, bathtubs, shower trays, kitchen sinks and all other related accessories in a wide range of colours and designs. The factories are equipped with five kilns out of which one kiln is solely dedicated for the production of bathroom accessories. Apart from this the organisation uses computerised robot spraying machines to give each sanitary-ware unit that impeccable RAK Ceramics' finish.



IT & Telecom

Airtel

Etisalat

Singtel



Bharti Airtel Limited is an Indian telecommunications company that operates in 19 countries across South Asia, Africa and Channel Islands, and is headed by Sunil Bharti Mittal. Airtel is the world's third largest mobile service provider after China Mobile and Vodafone. It is also India's biggest wireless telecom operator, both by subscribers and revenue.

Headquartered in New Delhi, India, the company ranks amongst the top four mobile service providers globally. Airtel is structured into three strategic business units – mobile, broadband & telephone (B&T) and enterprise services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles. The B&T business provides broadband & telephone services in 94 cities. The enterprise services provide end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. All these services are provided under Brand Airtel. Airtel's high-speed optic fibre network currently spans over 40,000 km, covering all major cities in the country.

HIGHLIGHTS

At the end of the quarter ended June 2012, the Company had over 250 million mobile subscribers across its operations, representing 13% Y-o-Y growth.

Bharti Airtel won the QWEST Forum India Quality Award for the Top Telecom Service Provider in 2012-13.

Bharti Airtel won 5 awards at the Telecom Operator Awards 2012, announced in March 2012 by Tele.net. Airtel was awarded the 'Best National Mobile Operator', 'Best VAS Provider', 'Best Enterprise Services Provider', 'Best Ad Campaign by an Operator' and 'Most innovative Solution' for Airtel money.

New technologies

Airtel has been in the market for over 18 years. With its towers and backhaul covering the length and breath of the country, the deployment of new technologies or increasing capacity requires minimal hardware upgrade. This ready infrastructure makes that process much faster and smoother. This has led to the company offering a number of services to its customers with ease. These services include mobile voice and data services, fixed telephone lines, high-speed broadband services, IPTV, DTH, turnkey telecom solutions for enterprises, along with national and international long-distance services to carriers. But the factor driving this company forward are its core values. The first in the list is flexibility for the adaptation of the environment changes and evolving customers' needs. Its openness and transparency gives power to people to do their best, while creating a positive impact on the society by creating a meaningful difference.

Globally admired

The company is making it happen through the innovation of new ideas with entrepreneurial spirit. With a vision statement that reads, "To be globally admired for telecom services that delight customers", Airtel aims to achieve its distinctive objectives; the most important of them being the undertaking of transformational projects that has a positive impact on the society, while contributing to nation building. It also wishes to diversify into new businesses in sectors, such as financial services, agriculture and retail business with world-class partners in order to lay the foundation for creating a conglomerate of the future.

On keenly inspecting the goals and objectives of Airtel, one can identify that they have been achieving them to a certain extent. Considering the objective of diversification into new business, Airtel has been accessing to such business sectors. For example, they are now engaging financial services in India through telephony services. Acquisitions of Airtel throughout the world stand testimony to the fact that Airtel has created a solid foundation for tomorrow. The above-mentioned core values of Airtel are the force behind the company's success.

Most trusted & preferred

Airtel, a brand that identified "Brand Preference by Trust & Innovation" as one of the means to reach out more effectively to its customers, rolled out its 'Express Yourself' campaign, which created a stir in the industry. The campaign added a new meaning to mobile communication, which helped Airtel move from the cellular industry clichés to more effective approach to both users, as well as potential users. The new approach by Airtel was recognized by the marketing and communication community that lead to them winning several accolades and mentions in different forums. It is by virtue of its brand preference initiatives that Airtel is one of the best brand across the world.

Airtel's signature tune is unforgettable. Composed by A R Rahman, it remains the most downloaded tune for ringtones till date, thus making Airtel one of India's most visible brands in most parts of the nation through television, print and various other forms of advertising and marketing campaigns.

The company had also roped in Sachin Tendulkar as its brand ambassador. This partnership led to the popularity of the brand, and gave it an edge over others. Airtel's strategic intent has made it a company that is admired globally.





”

HIGHLIGHTS

One of the largest corporations in the 6 Arab countries of the Gulf Cooperation Council, with a market value of approximately AED 90 billion (US\$24.5 billion) and annual revenues of over AED 39 billion (US\$ 10.6 billion).

Etisalat have established an extensive Fibre-To-The-Home (FTTH) network, making the UAE rank as the most fibre-connected country in the world with 85% fibre-optic penetration. Connecting more than 1.3 million homes in the UAE, the FTTH network enables an ultrafast residential Internet network speed of 500 Mbps, one of the highest recorded in the world.

Etisalat serves 11 million customers in the UAE.

“

Etisalat is a leading telecommunications operator of Middle East and also happens to be one of the largest business houses across the six Arab countries of the Gulf Cooperation Council (GCC). It has a market value of around USD 24.5 billion and its annual revenues hover around USD 10.6 billion. This blue-chip multi-national organisation has its operations flourishing in almost 20 countries across Asia, Africa and Middle East. After the completion of Etisalat's acquisition of Maroc Telecom in 2014, it expanded its services to more than 800 million people. This is said to be the largest cross-border merger and acquisition transaction in the MENA (Middle East and North Africa) region and the third largest telecom transaction in the MEA (Middle East and Africa) region of all time. For the past four decades Etisalat has been lending a helping hand to the UAE in sustaining a position as the region's main hub for business, trade and foreign investment by providing reliable and high quality services. This resulted in UAE becoming one of the first five countries in the world with a 3D television service, known as eLife in 2010. Etisalat has become a pioneer in next-generation networks for both fixed-line and wireless services. Apparently, it has deployed enough fibre-optic cable across the entire UAE to travel from the earth to the moon eight times over. The company is in the middle of launching its fourth-generation long-term evolution (4G LTE) networks in the UAE and Saudi Arabia. At present it owns the Middle East's fastest fixed-line broadband network which reaches a speed of up to 30 mega-bits per second (Mbps).

World's fastest mobile broadband service

As an innovative leader of the industry, Etisalat has established the world's fastest mobile broadband service which speeds up to 300 Mbps. Etisalat signed a memorandum of understanding (MoU) with a leading global information and communications technology solutions provider, Huawei in 2014. Together, they conducted the first ever trials of 5G services in the region. The partnership also includes coordinating the development along with the designing and deployment of future ICT platforms for fifth-generation mobile broadband, as well as fibre-powered GPONs (Gigabit Passive Optical Network). This fifth-generation mobile broadband promises 10 Gbps which will enable its users to experience multi-user ultra-high definition (UHD) tele-presence, real 3D and, virtual and augmented reality services. Its 40G PON technology will make building a sustainable optical access network which can evolve and grow into the future possible. Also, it will help in providing premium high speed services in today's fast changing world. The 40G PON system uses wavelength division multiplexing technology that allows 40 Gbps downstream transmission rate and 10 Gbps upstream rate.

Flair for innovation

This flair for innovation has helped Etisalat massively in capture significant market share as it expands across the region, most notably in Egypt and Saudi Arabia, where the introduction of mobile broadband services, including video call and mobile television, has changed the market dynamics and provided affordable Internet access to millions.

A long-held success rate

Etisalat has also been considered to be the pioneer of several other advanced green technologies. It's the regional leader when it comes to providing environmentally-friendly information and communication solutions; most recent being its latest Machine-to-Machine (M2M) solutions and the deployment of alternative power within its regional networks. Talking of green technologies, the nationwide fiber-optic network laid-down by Etisalat in the UAE is expected to reduce carbon emissions by over 80 per cent and energy consumption by over 70 per cent. The organisation is doing all it can to ensure that its infrastructure keeps pace with the highest international standards. In addition to the company's environmental concerns, it pays due heed to its principles of corporate social responsibility. It has partnered with quite a few government and non-government organizations with an intention to elevate the level education and healthcare access through technology.

At the Global Mobile Awards in 2011, Etisalat became a shortlisted finalist for its visual contact centre service which uses 3G technology and sign language to provide support to the hearing impaired. In the very next year it won another three awards at the same platform. And quite recently, Flous, its commercial application for conducting financial transactions, won the award too. As a testimony of its long-held success rate and a promising balance-sheet, Etisalat has received some of the highest rating for a telecommunications company globally. For instance it received an A+ by Fitch Ratings, an AA- by Standard & Poor's and an Aa3 by Moody's. Since 2006, Etisalat has been called the 'Best Overall Operator' in the Middle East ten times and "Best Wholesale Provider" four times in the last three years.



”

HIGHLIGHTS

Singtel is the largest listed Singapore Company on the Singapore Exchange by market capitalisation that has a vast network of offices in countries and territories throughout Asia Pacific, in Europe, Australia and the USA, employing more than 22,000 staff worldwide.

The Company received The World Communications Award by User's Choice & the Asia Pacific ICT Alliance Awards (APICTA Awards) in 2014.

They were honoured with Asia Communications Awards 2014 for the Best Brand Campaign (Hawker Heroes) & Project of the Year (G-Cloud).

“

SingTel, or Singapore Telecommunications Limited, is headquartered in Singapore and has more than 130 years of operating experience. It has played a pivotal role in the country's development as a major communications hub. With a combined mobile subscriber base of 500 million customers from its own operations as well as its regional associates in 25 countries as of March 2014, SingTel is one of the largest mobile network operators in Singapore and ranks midst the 20 to 30 largest names in the world. Until 1995, SingTel was known as Telecommunications Equipment. Some of the major things the company provides are ISP (Internet Service Provider) services, IPTV (Internet Protocol Television) services, mobile phones and fixed-line telephone services. In 2000, SingTel acquired 100 per cent shares of Optus, the second largest Australian telecommunication brand, and 30.8 per cent of shares of Bharti Airtel, the largest Indian telecommunication brand. SingTel's majority stake is in the hands of the investment arm of the government of Singapore, Tamasek Holdings. It also happens to be the largest company, when measured as per market capitalisation, which is listed on the Singapore Exchange. But apart from this SingTel is also an active investor in innovation companies which is done through one of its subsidiaries, SingTel Innov8 which was founded in 2011.

Reaching more than a 100 countries

It has over 40 offices in more than 20 countries across the Middle East, the USA, Asia Pacific and Europe. It uses its extensive data network and strong infrastructure for deploying its services. SingTel's international submarine cable network provides connections from Singapore to more than 100 countries. It is a major investor in many of the world's submarine cable systems, such as South-East Asia – Middle East – Western Europe 3 Cable Network, South-East Asia – Middle East – Western Europe 4 Cable Network, Asia-Pacific Cable Network 2, China-US, Southern Cross Cable Network and Unity Cable Network; Unity Cable Network was commissioned in March 2010. In January 2010 the company announced the signing of an agreement to join a consortium to build and operate the new SJC system (South-East Asia Japan Cable). The construction of the SJC system commenced in mid 2011 and became operational in mid 2013. The total length of SJC is of 8,900 kilometres which can be extended up to 9,700 kilometres linking around seven countries. The SJC is interconnected seamlessly with the Unity Cable Network and is designed to deliver the lowest latency connectivity between Asia and the US, specifically from Singapore to Los Angeles.

Breaking barriers, building bonds

SingTel's core values justify its desire to "create a unity of purpose across the Group. They reflect our common aspiration to foster a performance-based culture that is open and innovative, and that promotes mutual trust and engagement." It envisions becoming Asia Pacific's best multimedia solutions group which enables

communication by "breaking barriers, building bonds." At SingTel creating and delivering value to its customers, employees and shareholders is fundamental to its business. SingTel endeavours to listen to, and connect with, customers and treat them with dignity and respect. "By understanding and anticipating their needs, we make it easy for our customers to do business with us. We aim to offer them value and quality services to enrich lives and enhance business success," says a company representative. To commend the hard-work done by SingTel, it has been felicitated with many awards like Asia Pacific ICT Alliance Award (APICTA Award) 2014; Metro Ethernet Forum 2014 Ethernet Excellence Award; 2014 Global Aon Hewitt Top Companies for Leaders; Aegis Graham Bell 2014 Award for innovation in telecom network infrastructure; and NetworkWorld Asia Readers' Choice Product Excellence Award in the managed infrastructure and security services category.

A wide member base

The SingTel group is a collection of various subsidiaries, associated companies, as well as shareholdings in overseas entities. However, its primary interests lie in the mobile phone industry which has a total subscription base of 426 million as of 2013. Other members of the SingTel group are SingNet, SingTel's wholly owned ISP wing; Lankacom, an ISP company in Sri Lanka; SingTel Digital Media Pte Ltd (STDM) which owns the content portal – insing.com; NCS (National Computer Systems Pte Limited), an information technology and communications engineering services provider and Amobee, a wholly owned mobile advertising company. In August 2014, SingTel announced it was joining forces with five other global companies, including Google, to build a super-fast undersea data cable linking the USA and Japan.



Lifestyle

Khaadi
VIP Frenchie



Khaadi

Khaadi initially commenced its operations in the year 1998. When the brand first kicked-off in Pakistan, at that time, it offered a variety of kurtas and a diverse range of loose hand-woven fabric to its customers. The chairman and founder of Khaadi, Shamoan Sultan, started this venture with the intention of re-kindling people's love for handloom. He aimed at "popularizing the traditional medium in a contemporary manner". Since he wanted this very spirit to come alive in every aspect of the venture, he gave it the name "Khaadi" which otherwise means 'hand-woven'. And since the time of its inception, Khaadi has stayed true to its name and also to the spirit with which it was once created. It continues, till date, to manufacture garments which reflect the fusion of styles in order to combine both the worlds – the east and west – while it still sticks to using hand-woven fabrics on select products.

Popularising the traditional in a contemporary manner

In order to serve the masses, it provides its customers a large variety of concepts to choose from. Khaadi offers Prêt which is the ready-to-wear concept, unstitched dresses in the form of plain fabric and an entire range of eastern wear. Some of the newer concepts available at Khaadi, which have only been introduced recently, include Khaas, a special range which features exclusive, unique and limited edition pieces; kids wear for children especially between the age bracket of two and twelve years; accessories segment where one can find a fine collection of jewellery, stoles and handbags; and lastly, home segment which features exclusive furniture pieces, bedding options and a stunning bath ware collection. All these products reflect the culture and tradition of the brand's home country in a modern and aesthetic way which is easily acceptable by those who share a different idea a living.

Growing expansion across the world

In its 16 years of presence in the market, Khaadi has made its own niche with its large palette of colors and finesse of the fabric itself. The year 2010 saw massive expansion of Khaadi, not just within but also outside Pakistan. The brand went international and opened multiple outlets in the United Arab Emirates. The first outlet was set up in Dubai which

was soon followed by another which was located in Abu Dhabi. Two years down the line, which is in 2013, Khaadi entered various other markets including the ones of Kuala Lumpur, Malaysia and England.

As on today, Khaadi has more than 30 outlets around the globe. And while Khaadi majorly focussed on outward expansion, equal emphasis was also laid on inward expansion. The brand began bolstering its presence within Pakistan by reaching out to the people living in the comparatively smaller cities. Seeing how the brand's popularity was picking up pace, Khaadi decided to launch its online store in Pakistan in the year 2014. And while the brand agrees that this is just the beginning, the plans for rolling out its online stores out to other countries have been set into motion as well. Some of the countries who are already enjoying the use of Khaadi's online stores are the United States of America, India, Canada and Mexico.

Offering a unique blend of products

The secret of Khaadi's success lies in the unique blend of products it has to offer. Keeping its traditional foundations strong Khaadi has walked far and wide on the road of innovation. Its patterns, designs, quality and finish are all standing proofs of the strong competence value the brand has created and sustained in the market. The fact that even after this level of exposure the brand has maintained its quality of handloom and its flare for fusing various traditional styles in a contemporary manner speaks volumes about its commitment towards its vision.

HIGHLIGHTS

Khaadi, which means "hand-woven", has stayed true to its name and continues to produce a fusion of styles to complement both the east and west, while still using hand-woven fabrics on select products.

In 2010, Khaadi expanded internationally by opening its doors in the United Arab Emirates, first in Dubai and later in Abu Dhabi. In 2013, stores opened in Kuala Lumpur, Malaysia and London, England.

15th December 2013 - Khaadi celebrated 15 years and on 5th August 2014, the brand celebrated 1 million customers.

VIP Frenchie, India's leading brand which manufactures unique and stylish briefs took the country by a storm through its innovation in the underwear industry. The launch of Frenchie in the 80's marked the advent of the mini-brief in India. Original in concept and design, Frenchie gave the young urban Indian male a taste of international style.

'Saving a damsel in distress' is any man's greatest fantasy; that is how Frenchie introduced itself to the Indian male. And rest is history! Today, Frenchie wears the coveted crown of being the largest selling brand in its category.



Frenchie VIP

”

HIGHLIGHTS

Frenchie takes pride in being the first innerwear brand to launch the mini brief in India- a style that never existed earlier but has gained a generic status today; so much that people have started calling mini briefs as Frenchie cut briefs.

The brand is a symbol of style, daring, innovation which successfully balances between comfort, style and correct pricing.

Frenchie wears the coveted crown of being the largest selling brand in its category.

“



A symbol of style and innovation

For the Indian male, Frenchie is not merely a valued possession. In fact, it is a symbol of style, daring, innovation. This distinct image adds spice to the contemporary male audience. Moreover, the functional benefit that Frenchie offers goes much beyond great looks. This brand has consistently offered all that a customer ideally looks for. Be it comfort, perfect fit, skin friendly fabric or great looks, Frenchie has managed to tick all the boxes. Therefore, as an innovating brand, Frenchie has succeeded in balancing between comfort, style and correct pricing. It has constantly been launching new styles and widening its product categories beyond innerwear. The products are widely appreciated and have received a great response which has led to a continuously augmenting demand in the market.

Many 'firsts' to its credit

VIP Frenchie was the first innerwear to be promoted via mass media. The communication was based on one of man's biggest fantasy – "Saving damsel in distress" during a time when the macho man was in vogue. The campaign has been so popular that it has gained an iconic status and still holds a high recall value. With this, Frenchie started providing good quality fabric and finishing to the product which drastically changed the perception of the audience from it being just another product to that of an important possession.

The brand takes pride in being the first innerwear brand to launch the mini brief in India- a style that never existed earlier. The mini brief has gained a Generic status today, so much that people have started calling mini briefs as Frenchie cut briefs. Adding another feather to its cap, the launch of Frenchie-X Innerweares that are sexy and classy Frenchie became the first one to position innerweares having a sex appeal. The use of innovative fabric such as micro modal lycra, lyocelllycra, tencyllycra assures quality and comfort to the customers.

Fashionably contemporary & relevant

Rebellious by nature, Frenchie has been evolving according to the changing environment and the constantly upgrading consumers. In the last 30 years of its service to the pragmatic Indian consumer, the brand has never lost its core – that is being fashionably contemporary and relevant.

A brand which comes straight from the house of experts, its customers have always exhibited loyalty towards it. They have always felt emotionally connected to it as the brand has consistently lived up to their expectation. They have always felt at home when it comes to using Frenchie- a brand which delivers all that it promises. The loyalty levels are so strong that today, Frenchie has gained a status of legacy.



Retail

Emax

Fair Price

Landmark Group

Emax is the largest electronics retail chain in the Middle East. Inception came in 2006 with a clear vision to be the leading and most admired electronics retailer. Having grown with over 57 stores in the region, of which 24 stores are in the UAE, inarguably makes them the fastest growing electronics retailer in the region with an aim to reach 100 stores by 2017. Emax is an integral part of the Landmark Group, the iconic retail conglomerate which houses retail concepts such as BabyShop, Shoe Mart, Home Centre, Splash, Lifestyle and Max. Emax offers customers quality products, world-renowned brands, cutting-edge trends and technology at fantastic prices. With more than 800 brands, and over 100,000 products across 20 categories, accompanied by unparalleled service and competitive value, Emax is a one-stop shop for all electronics needs. The brand stands for “Electronics Simplified” – an ethos which highlights the brand’s commitment to a highly personalized service that simplifies the electronics buying process for customers.



Cutting-edge trends at fantastic prices

The company is dedicated to providing the best in the market at competitive prices, along with added benefits, such as great after-sales services, as well as reward points using loyalty schemes. Emax has a separate service arm – Smart Care, with highly trained professional computer technicians taking care of all IT solutions and mobility product repairs/needs that offers media conversions and extended warranty. The product range retailed at Emax includes IT, mobiles & telecom, audio, video, photography, appliances, gaming, e-accessories, wellness & fitness, gifting, home solutions, navigation, car electronics and security solutions.

HIGHLIGHTS

Awarded the “Power Retailer of the Year” by Channel ME Awards 2013 & has also been voted the esteemed “Superbrand” 4 times in a row from 2010 to 2013 & “Most Admired Retailer of the Year in the Consumer Electronics Category” at the Annual Retail Middle East Awards 2012.

Caters to more than 800 electronic brands, and over 100,000 products across 20 categories.

Emax Electronics was honoured with two prestigious achievement awards from Samsung Gulf on two categories – Audio/Video and Home Appliances in 2012.

An in-store learning hub

Emax uses various communication platforms across the entire media spectrum from print, broadcast, outdoor to online and social media. Moreover, the strategy to utilize these media is quite unique – the brand strongly believes in implementing and integrating 360 degree marketing campaigns across key verticals ensuring the campaign covers all aspects of promotion, incorporating the key touch points in order to achieve set targets for any promotion carried out.

Every customer experience in Emax is unique. They strive on conveying the best in-store learning hub with – SLR Zone, 3D Zone, Tablet Zone, etc where customers are encouraged to learn the device with a hands-on experience to assist in making informed purchase-decisions. Passion and dedication shown by the employees makes all the difference in the speed, quality and efficiency in delivery of their services along with a customer-focused strategy that gives priority to customers and delivers on promise. The electronics retail market is marked by extreme competitive pressures, and customer expectations are increasing; the staff is trained to work as consultants to optimize the purchase experience. This comes from being an integral part of the Landmark Group with strong corporate values and ethics. They have adopted a B2P (Business to People) approach that sees in every customer an opportunity of a lasting relationship. The staff at Emax strives to offer customers the best deals while offering the widest range of products in every category available. They invest in training their people to be updated on the latest technological advancements; they follow the ‘Kirkpatrick’s Learning Evaluation Model’ which includes four levels of training – Reaction, Learning, Behaviour and Results.



Sponsorships & on-ground activities

Emax strongly believes in supporting and harnessing initiatives from the entertainment & arts industry and constantly explores ways to promote the brand in several ways, from sponsorships and on-ground activities to sponsoring TV shows. The brand also creates its own product catalogue of offerings, promotions and new product releases that are distributed to customers, offering an unparalleled range of products at competitive prices. The brand also offers unique value propositions in the form of loyalty and reward programs such as offering reward points on the region’s biggest loyalty program, ‘Shukran’ followed by ‘Skywards’ and partnerships with all major banks and financial institutions to offer easy payment plans.

Careful planning ensures Emax stores are designed to enable the ultimate technology convergence. The ambience of the store is vibrant, with each outlet showcasing product collections in an easy-to-shop setting. The Emax flagship store is their Big Box Showroom in Sharjah. It is a state-of-the-art store, spread across 135,000 sq ft & 3 floors. Emax is set to further enhance their strong position, and dominate the Asian electronic retail market with an aggressive expansion plan.





Moderating the cost of living

NTUC FairPrice's beginnings and operations are grounded on its founding social mission to moderate the cost of living in Singapore. The social mission of FairPrice is at the core of its operations and this is what sets it apart from other retailers. Apart from keeping the prices of essential items low, it has also expanded its social role by value-adding to its members, making a difference regionally during times of crisis and practising Corporate Social Responsibility.

FairPrice house brand products were introduced since 1985 to offer better value and savings to customers. Today, the sub-brands under the FairPrice house brand umbrella, namely FairPrice house brand, FairPrice Gold, FairPrice Pasar, FairPrice HomeProud and Budget, continue providing quality products at great value to customers from all walks of life. In July 2008, Pasar Organic was introduced to offer customers truly organic produce at affordable prices. In line with its social role, FairPrice maintains a basket of 400 essential items that are competitively priced. At least 90 per cent of Everyday Low Price items are among the lowest priced in the market. The initiative, verified through regular price surveys, underscores its commitment to making essential items affordable for all its customers.

Leading world-class retailer with a heart

In another social cause, the GST Absorption Programme was started in 1994 when the GST was first implemented. FairPrice took the initiative to help cushion the impact of the tax by absorbing the tax for a year. The supermarket chain activated the GST Absorption programme in 2003, 2004 and 2007 when there were GST increases. Moreover, to help customers stretch their dollar further, FairPrice introduced a range of "Yellow Dot" basic items that are 20 to 25 percent cheaper than comparable top national brands. The lowest-priced in their respective product categories, these basic items can be identified by a yellow dot on point-of-sales materials at FairPrice stores.

Today, with its multiple retail formats serving the varied needs and interests of people from all walks of life, NTUC FairPrice has kept pace with the changing needs of its customers while remaining committed to its social mission and its aspiration to be Singapore's leading world-class retailer with a heart.

A better life for the community

Guided by the philosophy to do well in order to do good for the community, NTUC FairPrice set up the FairPrice Foundation in 2008 to focus its giving efforts to provide a better life for the community. FairPrice Foundation focuses its giving on three strategic thrusts - the poor and needy, nation building and community bonding, and advancing workers' welfare. NTUC FairPrice Foundation is a registered charity set up by NTUC FairPrice. It was launched in March 2008, with a pledge of USD 50 million over 10 years from NTUC FairPrice, and a mission to provide "A Better Life for the Community". Corporate philanthropy is very much a part of NTUC FairPrice's DNA. Over the years, it has played a key role in moderating the cost of living for the average Singaporean. With the launch of the Foundation, FairPrice is now one step closer to its vision to be a world-class retailer with a heart.

With the Foundation in place, the supermarket chain is now better organized for corporate giving and is in a better position to support and contribute to causes that are aligned to their social mission in a systematic and sustained manner. The foundation also serves as an institutional tribute to FairPrice's commitment to serve, care and share with the community at large.



HIGHLIGHTS

In 2013 Fair Price celebrated 40th anniversary with a \$40 million contribution to the Labour Movement, customers, employees and the less-privileged in the workforce and community.

Fair Price's Food for Life online TV channel won Gold for Best Use of Multi Mobile Platforms, and Bronze for Best Mobile Site at the Mobile Excellence Awards 2014.

Fair Price emerges as the top local brand in Campaign Asia-Pacific's 2014 Top 100 Brands in Singapore and is ranked 4th among international brands.



NTUC FairPrice is a supermarket chain based in Singapore and the largest in the country. The company is a co-operative of the National Trades Union Congress or NTUC. It was founded in 1973, with a social mission to moderate the cost of living in Singapore. From one supermarket, it has grown to become Singapore's largest retailer serving about 430,000 shoppers daily, with a network of over 120 outlets, comprising FairPrice supermarkets, FairPrice Finest and FairPrice Xtra. Its convenience stores, FairPrice Xpress and Cheers, has a network spanning over 160 convenience stores island wide and serves over 100,000 customers daily. NTUC FairPrice also owns a Fresh Food Distribution Centre and a centralized warehousing and distribution company.



A diversified product offering

The company's core focus of business has been the retail segment. Its retail chain delivers the Group's core retail concepts and values in the categories of apparels – men's, women's, kid's wear, toys, infant and kid's consumables, home furniture and furnishings, cosmetics, lifestyle and gift items, shoes, bags, electronics and many such retail products. Being one of the largest retail conglomerates across the Middle East, Africa and the Indian Subcontinent, the Landmark Group has a diverse portfolio of retail and hospitality brands which include Splash, Babyshop, Lifestyle, Shoe-Mart, Beauty Bay, Home Centre, Shoe Express, Centre Point and many more.

The Landmark Group has also diversified into the leisure, food, wellness, hotels segments under the division, Landmark Hospitality. Through this division the Group offers its customers the best in fine and casual dining; educational and recreational family entertainment centres, grooming and relaxation centres, medical centres, fitness clubs, confectionery and value hotels. The Landmark hospitality brands are Citymax India and Fun city. With a vision in India, to become an integrated hospitality company by blending luxury with superlative value in all its endeavors and bringing the customers a gamut of choices, Citymax operates in business verticals of Casual Dine in restaurants (Polynation), International Coffee house (Gloria Jean's Coffees) and Family Fun & Entertainment Centers (Fun City) across India.

On the other hand, being one of the best-recognized family entertainment brands across the Middle-East and India, Fun City caters to babies and toddlers, tweens and teenagers as well as parents, putting a smile on everyone's face. Fun City's home to over 50 major attractions and rides with a host of restaurants and an indoor amusement centre with themes including imaginative play, social and pretend play, dress-up and role play along with fine-motor skills development.

Passion for excellence

The Landmark Group is a people-driven organisation with a high value on innovation and a passion for excellence. Their core values are reflected in their leadership, fostering growth in the varied sectors into which Landmark has entered successfully over nearly three decades. Its core businesses which were successfully developed in-house are now category leaders. An emphasis on investment in research and development has enabled constant innovation and this has been made possible only by the group's well funded and strong financial discipline. Cost efficient operations and optimum use of resources along with attractive and extensive customer loyalty programs have led the Landmark group to secure its position in the retail market. Employing more than 50,000 people, Landmark's efficient supply chain management, competitive global sourcing capabilities along with its state-of-the-art IT systems and solutions have made it the largest importer of non-food items in the Middle East handling over 63,000 TEU's per annum.

A commitment to social causes

Micky Jagtiani, the visionary and the driving force behind the Landmark Group's phenomenal growth and success has led the Group, with a strong philosophy that promotes a dynamic culture of entrepreneurship. Under his leadership, the Group has evolved over four decades to emerge as the region's leading retail and hospitality conglomerate. Deeply passionate and committed to social causes, Micky strongly believes that every organization has a responsibility to give back to society. Keeping in mind the seriousness of the ailment-diabetes, Landmark Group adopted Diabetes as part of its CSR initiative. Through the 'Beat Diabetes' initiative, the Group aims create awareness & educate people about the condition.



HIGHLIGHTS

Over 24 million sq ft of retail space

Over 50,000 employees and over 25 home-grown and over 40 franchise brands

Largest importer of non-food items in the Middle East, handling over 63,000 TEU's per annum



The Landmark Group was founded in 1973, as a single store in Bahrain with a floor space of 5,000 sq ft. Since then, by sheer dint of its commitment and vision of its management, the company has grown into a leading retail chain conglomerate in Middle-East, Egypt, Turkey, Jordan, as well as in the Indian subcontinent, and presently has over 900 stores in 15 countries, covering 13.4 million sq ft of retail space. Over the past 36 years, it has grown from one store to a company with multi-brand, multi-country presence and operating in multiple retail formats.

The founder-chairman of Landmark Group, Micky Jagtiani, believes in constantly understanding, adapting and accordingly delivering to the customers. This core-value seeps through all the subsidiary retail formats under the umbrella of the company group. Based on this core-value, Landmark Group successfully caters to its existing customer base, as well as continues to expand and venture in newer markets, in newer retail formats and categories, thus increasing its market share and revenues with a turnover of more than USD 3.2 billion.



Services

Dusit Thani

Emirates Airlines

Jumeirah Hospitality

Singapore Airlines



warm hospitality that blends the best of Thai culture with world-class standards. Dusit Devarana leverages Dusit International's rich cultural heritage and history of service excellence to offer a high-end sanctuary experience. With personalised service, Dusit Devarana provides an escape from the everyday world – a sense of renewal for the mind. dusitD2 is a contemporary hotel and resort brand whose distinctive combination of design, high-tech connectivity and efficient, modern convenience reflects the needs and desires of today's new generation traveller. Dusit Princess is a mid-market brand that embodies understated elegance combined with efficient practicality. Welcoming and uncomplicated, Dusit Princess is ideal for the no-nonsense traveller. The company also operates its own signature Devarana Spa and hospitality schools, such as Le Cordon Bleu Dusit and Dusit Thani College amongst others.

The journey to success

The first hotel that was opened in 1948 was located in Bangkok by the name of "Princess". Then later in 1970, Thanpuying Chanut opened Dusit Thani Bangkok, a luxurious property in the centre of the city, which has become the company's flagship hotel and continues to symbolise Dusit International's commitment to quality. In the year 1987 Dusit International acquired a hotel, renovated it and transformed it into, what we know today as, Dusit Thani Pattaya – its first resort property. This was soon followed by another beach resort in Phuket – Dusit Thani Laguna Phuket. Then in 1989 Dusit Resort and Polo Club was opened; it is today known as Dusit Thani Hua Hin. The year 1991 saw the opening of the Royal Princess Chiang Mai in Chiang Mai, capital of the north, followed by a second northern hotel in Chiang Rai – Dusit Island Resort Chiang Rai – which was opened in the same year. Three years hence Dusit International acquired the Hotel Nikko Manila by purchasing shares in the holding company, Philippine Hoteliers Inc. (PHI), from Japan



HIGHLIGHTS

DusitThani International has received the "World Luxury Hotel Award" in 2013.

The Company has received the coveted "Hospitality Asia Platinum Awards 2011-2013."

DusitThani remains the people's choice with their illustrious Conde Nast Traveller's Reader's Choice Awards in the Middle East.



A trusted symbol of world-class standards

Founded in 1948 by Thanpuying Chanut Piyaoui, Dusit Thani Group is a Bangkok-based hotel and resort company. Also known as Dusit International, the company has more than 22 hotel properties located in Thailand and overseas and has plans to open more in the near future. It is a market leader in hotel management and education along with its unique international portfolio of distinctive hotels and resorts. Thanpuying Chanut created a brand that promises to deliver an 'experience that enlivens the individual spirit no matter the journey'. The company envisions becoming the "preferred Asian hospitality brand for customers, employees and stakeholders," and for this very reason Dusit International has created a unique portfolio of luxury and deluxe hotels across four main brands, namely, Dusit Thani Hotels and Resorts, Dusit Devarana Hotels and Resorts, dusitD2 Hotels and Resorts and Dusit Princess Hotels and Resorts. Dusit Thani serves as a trusted symbol of traditional Thai values, offering elegant accommodation and

Airlines Development Company Limited and JAL Trading Inc. It came under the management of Dusit Thani Hotels and Resorts, and was soon renamed as the Dusit Hotel Nikko, Manila. The Manila hotel underwent a major renovation programme and became Dusit Thani Manila in April 2008. Prior to that in the year 2001, Dusit Thani Dubai opened - welcoming the Middle East to the company's portfolio. In 2005, Dusit International set up the Middle East Regional Office in Dubai, covering the Gulf Cooperation Council member countries. Next year Dusit Thani Hotels and Resorts added a brand extension in the form of the Dusit Lifestyle Collection with dusitD2 hotels and resorts. dusitD2 is the second generation brand of Dusit Thani Hotels and Resorts. The first property in the dusitD2 collection opened in 2006 in Chiang Mai. The second dusitD2 hotel called the dusitD2 Baraquad Pattaya was officially launched in 2009. Expanding their portfolio Dusit International introduced Dusit Residence Serviced Apartments somewhere around this time. Pearl Coast Premier Hotel Apartments, Dubai, was opened in the first quarter of 2007 and was followed by Dusit Residence Dubai Marina, UAE in 2008.

Steady expansion

In 2010, Dusit International expanded into the African continent with its first hotel in the region by the name of Dusit Thani Lakeview Cairo. Two years down the line Dusit International opened Dusit Thani Maldives on Mudhdhoo Island in Baa Atoll. The year 2013 saw Dusit International entering into a joint venture agreement with Changzhou Qiao Yu Holding Group. This was done in order to form Dusit Fudu Hotel Management (Shanghai) Company Limited. This marked Dusit International's first step into the Chinese market. Around the same time dusitD2 Fudu Binhu, Changzhou also opened as the company's first property in the China. At present there are five upcoming projects expected to rise up in China, namely, Dusit Thani Dongtai, Jiangsu; Dusit Thani Fuxian Lake, Yunnan; Dusit Thani Hot Springs, Qingyuan; Dusit Thani Qingfeng; and Dusit Thani Shaoxing. Some other such upcoming projects outside China are Dusit Thani Guam in the United States and Dusit Thani Laguna in Singapore.



The Emirates Group has spread its wings into every aspect of travel and tourism to become a leading global corporation in its field. With one of the youngest fleets in the sky and more than 500 awards for excellence worldwide, Emirates airline is one of two key divisions in the group. The other is dnata, which provides services in ground handling, cargo, travel, IT solutions and flight catering. Propelled forward by their united strength, the two have evolved at a phenomenal rate to establish the Emirates Group as an immense organisation, spanning a portfolio of more than 50 brands and employing over 62,000 people.

A leading corporation in travel & tourism

Emirates airlines is just one part of the air transport division in the group with a rapidly expanding fleet which is one of the youngest in the skies. The other significant part is the Emirates SkyCargo, providing reliable cargo solutions to more than 120 airports across the globe making it a major player in the airfreight industry, carrying 1.8 million tonnes of cargo in 2011-2012, an increase of 1.7 per cent on the previous 12 months, amounting to 16.2 per cent of the airline's total transport revenue.

Emirates flies to more than 120 destinations in over 70 countries and has been fundamental in establishing Dubai as the Middle East's commercial centre and aviation hub. It operates more than 1,200 flights per week across six continents from its base at Dubai International airport. Emirates was launched in 1985 with two leased aircraft from a rudimentary airport. The first flight took off On October 25 Flight EK600 departed Dubai International for Karachi. It's phenomenal growth is reflected in the 170-plus aircraft in its rapidly expanding fleet – a mix of the latest wide-body Airbus and Boeing aircraft - as well as Dubai's state-of-the-art Emirates Terminal 3, which is used solely for the airline's flights. Its fleet is one of the youngest in the skies, with an average age of under 80 months, and this figure will fall further as it takes delivery of the 200-plus aircraft it has on order, worth almost USD \$84 billion at list price. Emirates is the largest A380 operator, with 20-plus in the air and over 60 still to be delivered. In 2011-2012, Emirates - which has over 15,000 cabin crew of more than 135 nationalities who speak over 55 different languages - carried 34 million passengers, an increase of 2.6 million on the previous year.

in tennis which was recently illustrated with the acquisition of the US Open Series incorporating the US Open, the fourth and final major of the year. Emirates is proud to be a Global Partner of F1, giving the airline a major presence at Grand Prix events around the world. Cricket continues to be a great brand fit for Emirates which is highlighted through a number of high profile relationships including the ICC and ICC Elite Umpires. In addition to the airline's extensive portfolio of sports sponsorships, Emirates is dedicated to the growth of global arts and culture through a number of sponsorships around the world. Furthermore, Emirates publishes two in-flight magazines, each of which is a prime opportunity to reach some of the most sophisticated readers in the skies. Emirates' in-flight magazine, twice voted the world's best by readers of Executive Travel, reflects their premium and cosmopolitan customer profile. In-flight Media offers a unique "single-cell" environment, giving a distinct advantage over other forms of mass media. In-flight entertainment is an integral and incredibly popular part of the Emirates passenger experience, as proven by Emirates' consecutive Skytrax Awards for Airline Excellence, winning Best In-flight Entertainment in 2005/6/7/8.

The youngest fleet in the skies

Emirates is wholly-owned by the Government of Dubai, but the airline is run on a commercial basis and receives no financial support or protection. Competing against established giants of aviation allowed operating in Dubai under the government's unconditional open skies policy, Emirates has thrived and been profitable in all but its second year of trading. Emirates is renowned for leading market trends - personal entertainment systems in all seats, as well as private first-class suites, are among its many notable firsts. It was also the first airline to offer passengers a facility to use their mobile phones, bolstering its in-flight services which were already heralded for the popular ice entertainment and communications system.

Sponsorships & partnerships

Emirates has been committed to sponsorship in both the UAE and around the world for over twenty years, beginning with the first powerboat race held in Dubai, in 1987. His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline & Group, sees sponsorship as vital in the airline's marketing strategy. "We believe sponsorships are one of the best ways to connect with passengers. This allows to share and support their interests and to build a closer relationship with them," he said. The brand has been quite active in numerous fields of sporting activities and events globally in football, motorsports, rugby, tennis, horse racing, golf, cricket, as well as arts and culture. Football remains one of the most prominent sports within Emirates' sponsorship portfolio which is demonstrated through on-going partnerships with FIFA and some of the biggest names within European club football such as Real Madrid Football Club from Spain and Arsenal Football Club from England. Boasting a rich heritage within the game, Emirates' extensive portfolio of top-class rugby sponsorships was best demonstrated when becoming the first Worldwide Partner of Rugby World Cup 2011. Emirates has an ever increasing presence

HIGHLIGHTS

Emirates Airlines operates with a fleet size of 217 aircrafts, out of which 57 comprise of the Airbus A380s, to 142 destinations (as of 2013-14).

Emirates Airlines was named "Best Airline Worldwide" by Business Traveller (ME) Awards and "Aviation Company of the Year" by Aviation Industry Awards in 2014.

Emirates carried 44.5 million passengers, 5.1 million more than in 2012-13, and 2.3 million tonnes of airfreight, up 8%. dnata handled 1.6 million tonnes of cargo, handled 288,000 aircraft, a 9% increase over 2012-13, and served over 41 million meals at 62 airports.

Founded in 1997, Jumeirah Group has been regarded as one of the most luxurious and innovative hotel and resort firm. This has led them to win numerous international travel and tourism awards. Jumeirah began with a dream to become a hospitality industry leader by establishing a world-class portfolio of luxury hotels and resorts. In line with its dream, Jumeirah, in 2004, became a member of Dubai Holding, which is a collection of leading Dubai-based businesses and projects. The group believes in “acting with honesty and sincerity” in every sphere of its business.

Luxury & innovation

At Jumeirah, people work together towards common goals through “open communication, mutual support and win-win attitudes”. This is because they understand, accept and respect their differences and build upon their strengths. A huge emphasis is laid upon ensuring that the individual needs and successes of the people associated with Jumeirah are constantly supported and before that, recognised. The idea is to create an environment for open-minded, challenging and conventional thinking. This helps Jumeirah improve its processes and enables faster application of newer ideas vis-a-vis competitors. The organisation envisions becoming “a world-class luxury international hotel and hospitality management company, committed to being the industry leader in all of our activities through dedication to our stakeholders; colleagues, customers, business partners and owners.”



Efficiency in management

The Board of Directors of the Jumeirah Group have delegated operational authority to three separate committees which meet on quarterly basis. The first committee is the ‘audit and risk management committee’. It contains three Independent non-executive directors and the chief of group audit and risk management of Dubai Holding. Then is the ‘remuneration and nominations committee’ which has room for three Independent non-executive directors and the chief HR officer of Dubai Holding. This committee is also responsible for advising the board on remuneration matters and on the composition of the board and board committees. The last is the ‘vice chairman’s committee’ which consists of the executive chairman, the chief executive officer, the chief operating officer, the chief development officer, and the chief legal officer. The committee is also responsible for delegating authority to the various working groups of Jumeirah Group through the chief executive officer’s committee. In the year 2007, H. E. Mohammad Al Gargawi, the executive chairman of Dubai Holding decided to restructure the organisation by assigning separate boards of directors for each of its branches which was inclusive of Jumeirah Group. This step was taken in order to increase accountability levels. At the same time, entity CEOs were appointed as executive chairmen, and new CEOs were appointed to ensure adequate succession planning was underway. The new executive chairman of Jumeirah Group was expected to assist the new CEO in overseeing all of the operational aspects of the business.

Exceeding expectations

By listening, by building loyalty and by developing mutually beneficial relationships Jumeirah constantly strives to deliver benefits to its customer, colleagues, business partners, owners and society at large through its business management systems. The success and stability Jumeirah enjoys today has been the result of making customers its first priority and by tirelessly working towards exceeding their expectations. It has always been known to deliver comparably superior and innovative products and services to each and every person who walks through its doors. This has been possible because of its tie-ups with some of world’s best international brands to provide its guests with variety opportunities to make each and every visit a memorable one. One of the initiatives that aim at making the guest’s stay at Jumeirah memorable is its airline Frequent Flyer Programme. Every time a guest stays at Jumeirah ‘miles’ are added to their account. This is then clubbed with other exclusive special offers to make the visit all the more pleasurable. The individuality of the portfolio of Jumeirah is stunning. It has a whole range of more than 20 unique, vivid and luxurious options to choose from. Some of these are Burj Al Arab Jumeirah in Dubai, Jumeirah Emirates Towers in Dubai, Madinat Jumeirah in Dubai, Jumeirah at Etihad Towers in Abu Dhabi, Jumeirah Bilgah Beach Hotel in Baku, Jumeirah Frankfurt in Frankfurt, Pera Palace Hotel Jumeirah in Istanbul, Jumeirah Messilah Beach Hotel and Spa in Kuwait, Jumeirah Carlton Tower in London, Jumeirah Port Soller Hotel and Spa in Mallorca, Jumeirah Vittaveli in Maldives, Jumeirah Grand Hotel Via Veneto in Rome and Jumeirah Himalayas Hotel in Shanghai.



HIGHLIGHTS

Awarded by Virgin Holidays Awards 2014 for the Best Platinum Hotel (Al Qasr – Gold Award)

Awarded by Travel Weekly’s Hot Hotel Awards 2014 - Favourite Hotel for Spa and Luxury (Jumeirah Zabeel Saray)

Awarded by Business Traveller UK Awards for the Best Business Hotel Chain in Middle East (Jumeirah Group) and Best Business Hotel in Middle East (Jumeirah Emirates Towers).





High standards of care & service

Singapore Airlines is a global company dedicated to providing air transportation services of the highest quality and to maximising returns for the benefit of its shareholders and employees. Their history can be traced back to May the 1st, 1947, when a Malayan Airways Limited (MAL) Airspeed Consul took off from Singapore Kallang Airport on the first of three scheduled flights a week to Kuala Lumpur, Ipoh and Penang. Over the next five years, larger capacity DC-3 aircraft were introduced. This meant faster and more comfortable flights, and the extension of services to destinations in Indonesia, Vietnam, Burma (now Myanmar), North Borneo (Sabah) and Sarawak. In-flight refreshments improved from the original thermos flask of iced water to sandwiches, biscuits and cold cuts plus a choice of hot and cold drinks, and alcoholic beverages served by a lone hostess. Known as "female pursers", these hostesses are the forerunners of today's Singapore Girl.

Singapore Airlines flies to 62 destinations in 35 countries on six continents from its primary hub in Singapore. It has a strong presence in the Southeast Asian region, which together with its subsidiary SilkAir, connects Singapore with more international destinations in the region than any other Southeast Asian airline. Singapore Airlines operates an all wide-body aircraft fleet from three aircraft families; Airbus A330, Airbus A380, and Boeing 777, totalling 106 aircraft at 31 July 2014. In keeping with its policy of maintaining a young fleet, it renews its fleet frequently.

tried to promote their stewardesses as a big attraction to flying on the airline. Dressed in a version of the Malay Sarong Kebaya designed by Pierre Balmain in 1968, the uniform of the Singapore Girl has remained largely unchanged. Stewards previously wore light-blue business jackets and grey trousers. Since June 2008, this has been redesigned by Christophe Galibert, artistic Director of Balmain Uniformes. The new steward's uniform now features a single-breasted navy blue suit (jacket and trousers), a sky blue shirt and different coloured striped ties. The tie colours differentiate the four ranks of cabin crew: inflight supervisor, chief, leading steward and stewardess. Although a successful marketing image for the airline, the "Singapore Girl" emphasis received criticisms for its portrayal of women as subservient to males. Feminist groups say that its cultural references are outdated and that most Singaporean women today are modern and independent.

'The Singapore Girl'- Innovative promotions

The livery of Singapore Airlines includes the "bird" (also known as the Silver Kris) logo on the tailfin, which has remained unchanged since Singapore Airlines' inception, but the logotype and stripes used since 1972 were changed in 1988 to the ones still in use today. The livery had a recent change, which saw the "Singapore Airlines" logotype enlarged and moved towards the front, and in addition the "bird" logo on the tailfin enlarged, in a similar fashion to the livery variant used on the Airbus A380, but the stripes and the "bird" remain the same.

The airline has been the main sponsor of the Singapore Airlines International Cup, a group 1 flat horse race, since its inception in 2000. In April 2014, they announced that it has signed an agreement with the Formula One Group to be the Title Sponsor of the Formula 1 Singapore Grand Prix, taking over from Singtel. The airline has had its share of my 'firsts' in its category, some of those illustrious highlights are remembered as the first to introduce free headsets, a choice of meals and free drinks for the economy class in the 1970s. The airline was also the first to introduce satellite based inflight telephones in 1991, also the first to offer audio and video on demand (AVOD) capabilities on "KrisWorld" in all classes in October 2001.

The road to success

Branding and publicity efforts have revolved primarily around flight crew, in contrast to most other airlines, who tend to emphasise aircraft and services in general. In particular, the promotion of its female flight attendants known as Singapore Girls has been widely successful and is a common feature in most of the airline's advertisements and publications. This branding strategy aims to build a mythical aura around the Singapore Girl, and portray her as representative of Asian hospitality and grace and the airline's training program for both cabin and technical flight crew complement this objective. This is similar to the tactics that Pan Am used as they also



HIGHLIGHTS

Singapore Airlines maintains a modern fleet of 105 aircraft (19 Airbus A380s). As of 1 January 2015, the average age of their fleet stands at seven years and one month-making it one of the world's youngest and most fuel efficient.

Firsts: First to offer free headsets, a choice of meals and free drinks in Economy Class, in the 1970s and first to offer audio and video on demand (AVOD) capabilities on KrisWorld in all classes in October 2001.

Singapore Airlines' success has been fuelled by its dedication to customer service leading to the Conde Nast Traveller's "World's Best Airline" award for the 23rd time, Travel+Leisure Magazine's "World's Best International Airline" award for 16 consecutive years and Wall Street Journal "Asia's Most Admired Company" award for 18 consecutive years.

Singapore Airlines has come a long way since it was founded in 1972, evolving from a regional airline to one of the most respected travel brands around the world. Today, it operates one of the youngest aircraft fleets in the world to destinations spanning a network spread over six continents, with the Singapore Girl as an internationally recognisable icon providing the high standards of care and service that customers have come to expect of them. It ranks amongst the top 15 carriers worldwide in terms of revenue passenger kilometres, and 10th in the world for international passengers carried. On 15 December 2010, Singapore Airlines was announced by the International Air Transport Association as the second largest airline in the world by market capitalisation with a worth of USD 14 billion.





ASIA's
Most Admired Leaders



Sunil Bharti Mittal

Founder & Chairman - Bharti Enterprises

Sunil Bharti Mittal is the Founder and Chairman of Bharti Enterprises which has interests in telecom, retail, realty, financial services, agri-products and renewable energy. Mr Sunil Mittal is currently the First Vice-Chairman of the International Chamber of Commerce (ICC) and also serves on the Prime Minister of India's Council on Trade & Industry, Chairman - World Economic Forum's (WEF) Telecom Steering Committee and Member of International Business Council - WEF, Telecom Board of International Telecommunication Union (ITU), Commissioner of the Broadband Commission and the Singapore Prime Minister's Research, Innovation and Enterprise Council. He is the Co-Chair of the India-Africa Business Council and India-Sri Lanka CEO Forum as well as member of the India-US, India-UK and India-Japan CEO Forums. Earlier, he served as the President of the Confederation of Indian Industry (CII, 2007-08), the premier industry body in India.

Sunil is a recipient of the Padma Bhushan, one of India's highest civilian awards. Amongst the various prestigious awards received by him are the INSEAD Business Leader for the World Award 2011, the NDTV Profit Business Leadership Award 2011 for "Corporate Conscience" and the Global Economy Prize 2009 by The Kiel Institute, Germany. An alumnus of Harvard Business School, Sunil is on Harvard University's Global Advisory Council, Board of Dean's Advisors of Harvard Business School.

Holding a belief that a responsible corporate has a duty to give back to the community in which it operates, Sunil was ranked among the Top 25 Philanthropists in the World in 2009 by the Barron's Magazine.





Mukesh "Micky" Jagtiani

Chairman - Landmark International

Mukesh "Micky" Jagtiani is an Indian businessman, based in the UAE. He owns the Dubai-based Landmark retail-stores group. His life story is quite unusual because he didn't have any resources whatsoever when compared with other billionaires. From cleaning hotel rooms and driving taxi around town in London to becoming a billionaire settled in Dubai, his legacy is an inspiration to many.

After the sad demise of his parents and brother, Mukesh felt a strong obligation to take over the retail space in Bahrain. He started modestly, working day in and day out, making very wise and smart decisions on the business front. His determination and simplicity saw him rise from the ashes and make a name for himself.

Twelve years and six stores later, he made another conscious decision to move out of Bahrain to UAE for better prospects and it proved to be very fruitful. The move paid huge dividends as his Landmark Group spread across multiple countries, including the Gulf, India, Pakistan, China and Spain with over 6,000 thousand stores. His company now oversees one of the largest retailing empires in the Middle East.

Mukesh was ranked 329 by the Forbes in List of world billionaires - 2013 with net worth \$4 billion. He himself prefers a modest, quiet life. He owns one car, a humble abode and believes in Buddhism. He is big on philanthropy. He underwrites a foundation that funds the education of more than 100,000 children in slum schools in India, and is also the main benefactor for several orphanages.



Chua Sock Koong

Group CEO - Singtel Group

Chua Sock Koong serves as the Group CEO at Singtel Group Treasury Pte. Ltd. Chua joined SingTel in June 1989 as a treasurer. In April 1999, she was promoted to CFO, and was responsible for the group's financial functions, including treasury, tax, insurance, risk management and capital management while managing a diverse range of other portfolios simultaneously.

Chua holds a Bachelor of Accountancy (Honors) degree from the University of Singapore. She is also a certified accountant and chartered financial analyst.

In February 2006, Sock Koong was appointed as group CFO and CEO International, and given the responsibility for the key drivers of SingTel's international business – strategic investments and NCS and the IT business arm.

Recognizing her versatility and expertise, The Business Times of Singapore applauded her expertise across all areas of the business and noted her significant role in SingTel's major acquisitions, divestments and partnerships.

Fortune Magazine profiled her as one of the Most Powerful Woman Leaders in Business in 2011. She was also named as Forbes Asia's "Women in the Mix" for 2013. In 2014, she was listed as the 74th most powerful woman in the world by Forbes.



Managing Director & Chief Executive Officer - ICICI Bank Limited

Chanda Kochhar, the Managing Director and Chief Executive Officer of ICICI Bank Limited, India's largest private sector bank, is widely recognised for her role in shaping the retail banking sector in India and for her leadership of the ICICI Group, as well as her contributions to various forums in India and globally. Kochhar began her career, with erstwhile ICICI Limited in 1984. Instrumental in establishing ICICI Bank during the 1990s, the Bank achieved a leadership position in its field under her able guidance and relentless service. She also chairs the boards of the Bank's principal subsidiaries, which include India's leading private sector life and general insurance companies.

In addition to her responsibilities at the ICICI Group, Kochhar is a member of the India – Japan Business Leaders Forum and the US-India CEO Forum. She is currently the President of the International Monetary Conference and the Deputy Chairperson of the Indian Banks Association. She is on the boards of Indian Council for Research on International Economic Relations, National Institute of Securities Markets and Institute of International Finance.

Kochhar received an honorary Doctor of Laws from Carleton University, Canada in 2014 in recognition of her pioneering work in the financial sector, effective leadership in a time of economic crisis and support for engaged business practices. Adding another feather to her cap is the Padma Bhushan, one of India's highest civilian honours, which she received in 2011.



Kiran Mazumdar Shaw

Chairperson and Managing Director - Biocon Limited

Kiran Mazumdar Shaw is Chairperson and Managing Director of Biocon Limited, Asia's leading biopharmaceuticals enterprise. A first generation entrepreneur with nearly 40 years' experience in biotechnology, she is a well recognized global business leader who has made her country proud with a globally recognized biopharmaceutical enterprise that is committed to innovation and affordability in delivering world-class therapeutics to patients globally. Named among TIME magazine's 100 most influential people in the world, she is recognized as a global thought leader for Biotechnology. Under her stewardship, Biocon has evolved since its inception in 1978 from an industrial enzymes company to a fully-integrated, innovation-led, emerging global biopharmaceutical enterprise committed to reduce therapy costs of chronic conditions like diabetes, cancer and autoimmune diseases.

As a global influencer, she is ranked among Fierce Biotech's list of the 'World's 25 Most Influential People in Biopharma,' Forbes' '100 Most Powerful Women' and Fortune's 'Top 25 Most Powerful Women in Asia-Pacific.' She was also ranked second in the Global Medicine Maker Power List 2015, a top UK-based medical publication. U.S.-based Chemical Heritage Foundation conferred her with the '2014 Othmer Gold Medal' and Germany-based Kiel Institute for the World Economy awarded her its coveted '2014 Global Economy Prize'. A US based Business Foreign Policy magazine has named her among the '100 Leading Global Thinkers of 2014'. Kiran's biggest achievement, is the receipt of the Padma Shri (1989) & the Padma Bhushan (2005), two of India's prestigious civilian honors.





Group CEO - Air Asia

Anthony Francis "Tony" Fernandes is a Malaysian entrepreneur and the founder of Tune Air Sdn Bhd. He is responsible for introducing the first budget no-frills airline, AirAsia, to Malaysians with the tagline "Now everyone can fly".

Tony was born in Kuala Lumpur in April 1964 to an Indian family. He studied at Epsom College, a boarding school in England. He matriculated in the London School of Economics and graduated with a degree in accounting. He also worked very briefly with Virgin Atlantic as an auditor.

Tony was formerly a Warner Music executive in Malaysia, working as the Southeast Asian regional vice-president. When Time Warner Inc announced its merger with America Online Inc., Fernandes left to pursue his dream of starting a budget no-frills airline. In September 2001, Fernandes purchased AirAsia and became its chief executive. He managed to turn AirAsia, a failing government-linked commercial airline, into a highly successful budget airline.

He has received several honors for his achievements like the titles 'Tan Sri' and 'Dato Sri' by the King of Malaysia. Tony has The Legion of Honour order by the French Government and awards like Malaysian CEO of the Year 2003 in December 2003, Malaysian Ernst & Young Entrepreneur of the Year 2006, Excellence In Leadership - Asia Pacific Leadership Awards in 2009 and 2010 Forbes Asia businessman of the year.



Peter Seah Lim Huat

Chairman - DBS Bank

Peter Seah Lim Huat acts as the chairman of DBS Group Holdings and Singapore Health Services. He also serves on the boards of many commercial enterprises in Singapore and overseas, such as Capita Land. From December 2001 until December 2004, he was president and CEO of Singapore Technologies Pte Ltd and also a member of its board of directors. Before joining Singapore Technologies in December 2001, he was a banker for 33 years, retiring as vice chairman and CEO of Overseas Union Bank in September 2001.

Peter is a graduate of the University of Singapore with an honors degree in Business Administration. His immense knowledge and sheer hard work helped him climb a series of ladders of success and gain recognition amongst his peers. He holds significant positions in innumerable companies and firms. His strategic thinking and pro-active decision-making nature has benefitted every firm he has been associated with.

Peter is a director of Chartered Semiconductor Manufacturing Ltd, STATS Chip PAC Ltd and StarHub Ltd, as well as Siam Commercial Bank Public Company Limited and Asia Mobile Holdings Pte Ltd.

He sits on the Boards of Government of Singapore Investment Corporation Pte Ltd and GIC Special Investments Private Limited, and is a member of Defence Science and Technology Agency and Singapore Chinese Chamber of Commerce & Industry. He is also the Honorary Treasurer of the Singapore Business Federation Council.

In September 2015 he was appointed as the Deputy Chairman of Singapore Airlines.





Kuok Khoon Hong

Chairman & CEO - Wilmar

Kuok Khoon Hong, 64, is the chairman and CEO of the Wilmar Group. He is overall in charge of the management of the group with a particular focus on new business developments. He has extensive experience in the industry, and has been involved in the grains, edible oils and oilseeds businesses since 1973.

Kuok graduated from the University of Singapore with a Bachelor of Business Administration degree. He has completed many projects involving the establishment of oil palm plantations in Asia and Africa, as well as the processing of grains, edible oils and oilseeds. He has held several key executive positions in various companies, including general manager of Federal Flour Mills Bhd and managing director of Kuok Oils & Grains Pte Ltd.

Kuok's excellent managerial skills and his vision to see opportunities mature into fruition, has been instrumental in the development of the company. Among these, was the acquisition of a 10.1 per cent interest in Australia's leading listed branded food company, Goodman Fielder.

Wilmar remains the world's largest palm oil firm and Asia's leading agri business group with over 400 manufacturing plants. Kuok is ranked seventh on Forbes' list of Singapore's 40 Richest, and 314th on its list of The World's Billionaires. He has a reported net worth of US\$2.3 billion, and is synonymous with Wilmar International, in which he has 12 per cent stake.



Venu Srinivasan

Chairman & MD - TVS Motor

Venu Srinivasan is the Chairman and Managing Director of Sundaram Clayton Ltd and TVS Motor Company, the third largest two wheeler manufacturer in India. He is the grandson of the TVS Group's founder, T V Sundaramyengar. After graduating as an engineer from the College of Engineering, Guindy, he completed his Master's Degree in Industrial Engineering from Purdue University in the USA.

He became the Managing Director of Sundaram Clayton in May 1979. He went on to become chairman of TVS Motor Company in July 2002. He holds many other significant positions. Armed with a wide knowledge base and a characteristic quality to take quick decisions, he has established a name for himself and the companies he serves.

His service to the extension of national prestige overseas and promotion of friendship with other nations are well received and appreciated. His substantial contribution to the advancement of theories and practices of quality management within TVS Motor has been used for enhancing quality of products, services and processes.

Venu was conferred the Padma Shri Award by the President Of India in 2010 for his contributions in the field of trade and industry. He is the Honorary Consul General of the Republic of Korea, Chennai. In 2010, he was honored by South Korean President Lee Myung-bak, with the distinguished civilian honor, 'Order of Diplomatic Service Merit,' in recognition of his contribution in promoting bilateral relations between South Korea and India.





Khalid A. Al Falih

Chairman of the Board - Saudi Aramco

Ahmed Al Falih was born in 1960 in Riyadh, Saudi Arabia. He earned his Bachelor in Science degree in mechanical engineering from Texas A&M University, and later pursued an MBA at King Fahd University of Petroleum and Minerals.

Al-Falih joined Saudi Aramco in 1979. With 60,000 employees, Saudi Aramco is an integrated global petroleum company and the leading industrial enterprise in the Kingdom of Saudi Arabia. For over several years, he held positions of increasing responsibility and in October 2004, Al-Falih was appointed to the Board of Directors of Saudi Aramco, eventually becoming the CEO in 2009.

Al-Falih served in key leadership positions across the organization, and is responsible for the expansion of the company's business portfolio into new areas of operations. He oversaw all of the company's core operations – exploration & producing, refining, marketing, international relations, operations services; and engineering and project management, taking the company to where it stands today.

Falih is also a humanitarian. He is a part of many social programmes. He has served as the chairman of the Dammam City Municipal Council. His board memberships in other community focused organizations include the Technical and Vocational Training Corporation, Prince Sultan Bin Abdul Aziz Fund for Supporting Small Business Projects for Women, and Eastern Province Society for the Handicapped.





Yusuf Khwaja Hamied

Chairman - Cipla

Yusuf Khwaja Hameid is a leading scientist, who was born in Lithuania, but brought up in Mumbai. He is the chairman of Cipla, a socially conscious generic pharmaceuticals company that was founded by his father.

After earning his PhD in chemistry from Cambridge, he was driven to achieve one single-most important goal of his life – eradicate all diseases, especially HIV/AIDS.

Yusuf has also been enormously influential in pioneering development of multi-drug combination pills (also known as fixed-dose combinations, or FDCs), notably for HIV/AIDS, tuberculosis (TB), asthma and other ailments, affecting developing countries. He has also contributed to the development of pediatric formulations of drugs, especially those benefiting children in poor settings.

In February 2013, he announced his retirement plans from Cipla after remaining the managing director of the company for the last 52 years. At the time, he was 28th richest Indian as per Forbes.





Anil Sain Mathur

COO – Godrej Interio

Mr. Anil Mathur has been instrumental in diversifying Godrej & Boyce Mfg Co Ltd from a predominantly office furniture & home storage business into Home furniture, Interiors, Laboratory Engineering Solutions, Healthcare and Modular Accommodation for ships, to make it a single window solutions provider for Home & Work spaces. He has a varied cross-functional & geographical experience and has handled various product categories right from consumer durables to high precision engineering products. He also serves as the Chairperson of the Good & Green Taskforce Committee at G&B. He is a member of CII National Committee of Design and is also one of the founder-members & current President of the Association of Furniture Manufacturers of India (AFMI). He is also the Chairman of the CII - Furniture & Fittings Skill Council.



Sunil Pathare

Vice Chairman & Managing Director
Maxwell Industries Ltd.



Sunil Pathare is a transformational leader who has been associated with Maxwell Industries since 1991. He is a visionary who has given a new dimension to the powerful brands VIP and Frenchie to an international name to be reckoned with. He broke boundaries and explored markets beyond Indian Territory; his determination has taken the company and its brands across the globe. To understand the organization it took him first few years like the distribution network, structure of operation, supply chain management etc. As they rightly say no amount of money or education can suffice experience, today he has extensive experience in marketing, production operation, sales, finance, advertising, business startups in various markets. He has been proud to have the company's brands carry the "Made in India" to many countries and made VIP a brand which is reckoned with even internationally.

He has always made his own rules and set the company to become a benchmark for the others to follow. He has worked as Management Consultant for well-known companies of today in various parts of India. A strong believer in concepts like JIT (Just in Time) & 5 S, he has been instrumental in improving the overall productivity. He was the National Vice-President of Foreign Trade Development (India) Association from 2003 to 2005. Under his able guidance Frenchie X Ad got nominated for the ABME (Asian Brand Marketing Effectiveness) award at Singapore, Maxwell Industries won the Bronze medal in the category "Best integrated marketing campaigner".



MICRO LABS LIMITED

DILIP SURANA

Chairman and Managing Director

"Work quietly. Let Your Success do the Shouting". This maxim epitomizes the man whose hard work and dedication have made him the most dynamic entrepreneur of the year 2013; Forbes, the leading business magazine ranks him as the 72nd richest Indian in 2015.

That man is Dilip Surana, Chairman and Managing Director of Micro Labs Limited, an organization globally known for its quality pharmaceuticals.

Micro Labs was started some four decades ago by a visionary Mr G C Surana, patriarch of the organization, who moved from Rajasthan to the southern part of Indian peninsula. Micro Labs today happens to be one of the flag-bearers of affordable and quality medicines in India, whose national business activities are conducted under the leadership of Mr. Dilip Surana. With his efforts and wisdom, he has led his organization that in itself is one of the biggest brands in the pharmaceutical industry.

Contemporary manufacturing facilities, cutting-edge laboratories, quality research and a strong distribution network have put the organization in the forefront of pharma industry, competing head-on with other established international brands and firms.

To lend momentum to his father's pharmaceutical initiatives and to reach out to the masses, Mr. Dilip Surana joined hands with his brother Mr. Anand Surana in 1990s. Since then Micro Labs has been steadily growing with a broader product-mix and a stronger distribution network.

Mr. Dilip Surana continues to carry his cultural identity from Rajasthan and indeed cites this as one of the reasons of his success. Rooted firmly in his ancestral base, he is a devout and practicing religious man devoting his

time on religious activities despite his multiple business preoccupations.

A 1985-graduate in Accounts from St. Joseph's College of Commerce, Bangalore, he is in his early 50s, yet to his credit more than 25 years of hands-on experience in the pharmaceutical domain. Mr. Dilip Surana, who focuses on the domestic outreach of Micro Labs, is a pioneer in specialty marketing in India and the first to create specialized business units addressing different health problems. Significantly, each specialized business unit has a dedicated sales force, an accounting team, and therefore functions as an autonomous entity.

Mr. Dilip recognizes that Innovation is the key to lead a market such as India where one has to face severe competition all the time. Hence, a robust presence in the major therapy areas such as Cardiology, Diabetology and Fever Management Initiatives such as these, under the leadership of Mr. Dilip Surana, have helped Micro Labs to establish a prominent position in India's healthcare sector. Diversified product-mix ranging from oral solids, oral liquids and topicals to injectables, have given Micro Labs an enviable place among the organized sector. The evolving DNA of Micro Labs is the brainchild of Mr. Dilip Surana. He has conceptualized it like a double helix of two parallel strands which symbolize the interface between retailers and the doctors. In this configuration patients act as the catalyst connecting strands.

With an aim to gain trust of the masses, Mr. Dilip Surana is ensuring that advanced medical services stay within the limits of affordability. Being down-to-earth and closely associated with the culture of his native place, he organizes imaginative health initiatives and educational programs for patients

as well as doctors. Mr. Dilip Surana is keen to extend his services even to the marginalized and vulnerable sections of the society - from disaster relief to sponsoring scholarship funds for under-privileged children. His footprint can be traced to almost any humanitarian cause.

A humble man who knows his responsibilities towards the society, Mr. Dilip provides medical assistance to special children and patients with severe ailments. Mr. Dilip Surana is the mentor of a multi-faceted health care organization which is supported by a team of dedicated minds working together achieving milestones one after the other.

The "Dilip of Micro Labs" who visualizes himself in the image of "the Dilip Shanghvi of Sun Pharma", his role model, aspires to nurture his business with an unrelenting zeal and take it to the next level and he is ably supported by a quality workforce and a futuristic infrastructure, all set to make Micro Labs a billion dollar company.

A business organization where actual income, not the expected income, is the fundamental approach holding the key to acquire a stronghold in a competitive market place. This farsighted leader has made a deep impact on the regulated markets, thanks to his vision, dedication and hard work. Mr. Dilip Surana has come to symbolize an exemplary figure in the industry today. He is a truly admired leader inspired by the credo: "Learn To Lead and Live To Serve".

According to oriental wisdom:

"Ordinary people discuss other people; Average folks discuss events; Great men discuss ideas" Dilip Surana is an Ideas Man.





Tan Sri Lim Kok Thay

Chairman and Chief Executive - Genting

The Genting Group chairman, Lim Kok Thay, oversaw the conglomerate's continued global expansion in the gambling sector, rejuvenated its cruise business and entered the ultraluxury-travel industry. The 50-year-old company began construction on the \$4 billion Resorts World Las Vegas last May. Also in May, Genting Hong Kong spent \$550 million to buy luxury cruise brand Crystal Cruises, which boasts offerings such as submarine excursions and first-class-only air travel. Next up: plans for a 20th Century Fox movie-inspired theme park the world's first at the group's flagship Resorts World Genting outside of Kuala Lumpur next year. The fortune is shared with his mother, Lee Kim Hua, and other family members.





INDIA'S Most Admired brands

India's Most Admired Brands & Leaders features the epic journey of prominent brands and leaders across the nation. This brand publication highlights the sustainable, reliable, innovative and passionate brands that have created a legacy, thrived in redefining customer expectations, created value for their products & services and have reigned supreme to create a sense of trust. A well-explored list also honors the entrepreneurs and leaders behind these brands through a remarkable journey to the epitome of *India's Most Admired*.



Food & Beverage



Banking



Paints



Real Estate



Interior Infrastructure



Food & Beverage



Food & Beverage



Personal Care



Food & Beverage



Automotive



Telecommunication



Food & Beverage



Stationary



Food & Beverage



Ancillaries - Tyres



Aviation



Hospitality



Banking



Food & Beverage



Financial Services



Apparel



Lifestyle - Jewellery



Home Furnishing



Personal Care



Personal Care



LED Manufacturer



Food & Beverage



Apparels



Automotive



e-Commerce



Lifestyle - Jewellery



Food & Beverage



Real Estate



Automotive



Pharmaceutical



Consumer Electronics



Kitchen Appliance



Food and Beverage



Financial Services



Real Estate



Lifestyle - Watches



Food & Beverage



Apparels



e-Commerce



Consumer Electronics



Apparel & Footwear



Entertainment



Personal Care



Education



e-Commerce



Research Methodology & Selection Process

White Page International, carried out research to select India's Most Admired Brands. The research was done covering parameters, such as growth, innovation, goodwill, market acceptance & sustainability, across different categories.

The 2015-16 edition of India's Most Admired Brands is based on consumer & industry research across 15 broad categories. Through this research, a defined number of deserving brands were selected.

A list of 300 brands across 15 industries and 50 sub-categories was drawn up through secondary research by studying industry reports, trade reports, magazine and newspaper content, and online research.

The preliminary list of 300 brands generated was scrutinized and graded on a scale of one to 10 (where one is the lowest and 10 is the highest) by the editorial team, jury members and online voting, to generate a list of the top 50 Admired Brands, based on the following parameters –

GROWTH
INNOVATION
GOODWILL & TRUST
MARKET ACCEPTANCE
SUSTAINABILITY

Growth - Growth of the brand in the last few years.

Innovation- Brand or product innovations done

Goodwill & Trust - Brand generally perceived with quality by consumers

Market Acceptance - Acceptance by the consumers in its current market

Sustainability - Sustainable in its current market of operations

Various phases of research are given as follows:

1. Secondary research studying the industry reports, trade reports, journals, magazine and newspaper content, and online research
2. Primary research including online voting on www.whitepageinternational.com/voting
3. Questionnaire filled by brand
4. Editorial Scores.

The list of industries covered under this research is as follows:

Automobiles, Education, Services, Retail, Real Estate, Personal Care, Finance, Food & Beverages, Healthcare, Infrastructure, IT & Telecom, Household Products, Lifestyle, Media & Entertainment.

Sunil Lulla

Chairman & Managing Director, Grey Group-India



Synergy Of Communication Strategy & Content

Although most marketers accept that integrating marketing communications (IMC) is a powerful approach, campaigns today seldom realize the full power of the methodology.

Most of us synchronize our earned and owned media in some way. Many of us have learned empirically the right combinations of tactics that lead to the most engagement, or the highest landing page traffic. What's often missing in campaigns is the ability to plan, manage and measure the synergy that occurs as a result of powerful IMC strategies and strong linked tactics. It's the acceleration caused by this synergy – the combination of marketing efforts that add up to more than the sum of their parts – that provides the best results.

Synergy looks and feels different in every IMC campaign. The good news is there are common elements to successful IMC campaigns that result in increased synergy. The first is message alignment. IMC requires a persistent, consistent messaging strategy across channels. A core, or integrated, strategy statement should drive every campaign message. This statement is rarely shared with an audience. It is simple, to the point, and states what we're doing and why we're doing it. For a healthcare practice, it might be something like "We're here to provide the best care in a safe environment." An organic food company might use "Delivering the healthiest products to families." Every single message should be aligned with this basic message.

Another important ingredient to powerful IMC campaigns is of course to choose the best combination of messaging channels. Most people understand the importance of selecting channels that are right for the target audience. However, it is crucial to select a set of secondary channels that boost the performance of the overall campaign. If you think about it, you know which messaging channels complement each other. It can be as simple as automatically linking your Instagram account to Facebook, or as complicated as buying digital billboards to supplement a Public Service Announcement (PSA).

The selection of channels is part of creating a strong IMC strategy. Too many projects are defined with only goals and tactics, without the strategies that provide the bridge in between. A good strategy should be a consistent, long-term part of an IMC plan. A good strategy allows for changing tactics that are not working, without losing the direction of the campaign. Part of the beauty of IMC is that within each strategy is an infinite number of linked tactics.

If strategies provide the roadmap for an IMC campaign,

then linked tactics are the fuel. Even if there is no overall IMC strategy in place, linked tactics are used every day. For example, every editorial placement gets more reads and shares when posted to social media. The placement is one tactic; the post to social media is linked as the second tactic.

The idea is to be conscious of the linked tactics already in use, and then build on those to create new sets of linked tactics. This might mean combining new sets of tactics, and playing with the timing between linked tactics to see if better results can be gained. It might also mean adding a third, or even a fourth linked tactic as a test. This iterative activity is the heart of IMC, and where anyone can try to boost results on a daily basis. It's also where creativity, experience and intuition come together. Of course, working iteratively with linked tactics requires reviewing results on an ongoing basis to know what's working, and what's not.

Creating core strategy statements, selecting the best messaging channels, designing good strategies and continuing to expand a toolkit of linked tactics are all ways to get more results out of IMC. Even doing one or two of these things on a regular basis can significantly boost the performance of an IMC campaign, or any communications project for that matter.

When pitching a release, try creating a core strategy statement that is a simple description of the message. Check all tweets, emails and other messages to make sure they're in alignment with that statement. Try creating two strategies that drive an overall project or portion of the project. Those strategies should include selecting effective combinations of channels and be consistent over the long term. Or for those that are on the front lines, consciously build a toolkit of linked tactics. Take that toolkit from campaign to campaign, and customize it for use in each subsequent effort. Start somewhere, and stay with it.

If executed correctly, a campaign using an IMC approach will always achieve exponentially stronger results than a traditional communications project.

A handwritten signature in blue ink, appearing to read 'S Lulla'.

Manoj Abraham Mathew

Chief Content & Creative Officer – Middle East, North Africa,
Turkey and Pakistan, Zee Network



RIP TV... Are we still writing the epitaph...

One of the longest-running debates and predictions in the history of marketing is the death of TV, a prediction that has been wrong decade after decade. TV has enormous staying power.

By the late 1990s, the Internet was in full flower, with streaming and small screen videos being touted as the end of TV. Next up was video games, especially because it took away young people. Then TiVO. Then piracy. Then online video. Then DVRs. Then smartphones. Then tablets. On and on goes this belief that TV has hit the wall. But take another look at this chronology. What you see is not the emergence of TV killers but, instead, the evolution of TV. TV evolves. The business model of TV has gotten more complex and more sophisticated over time, probably it had come of age. TV is a robust medium unique among other media in its ability to morph its content and sources of revenue to stay current.

Many advertisers are reluctant to shift a large proportion of their advertising budgets to the Internet because they still view TV advertising as the main vehicle for building a brand.

With competition from the likes of Netflix and a host of new digital video providers, the television industry has undergone seismic changes over the last five years. But one thing has remained constant: TV is still by far the most effective advertising medium.

There's a finding of a new study with marketing-analytics company 'MarketShare', which meta-analysed thousands of marketing optimizations used by major advertisers from 2009 to 2014. MarketShare's analysis found that TV advertising effectiveness has remained steady during that time period

and outperforms digital and offline channels at driving key performance metrics like sales and new accounts. The study also showed that networks' premium digital video delivered higher than average returns when compared with short-form video content from non-premium publishers. Even the companies involved in the study were surprised to learn of TV's dogged resilience.

Strangely online businesses are now the second biggest TV advertisers, investing more than £500m in TV in 2015 – an increase of 14% on 2014. Google, Facebook and Netflix spent in excess of 60% of their marketing budgets on TV advertising while Facebook was the year's biggest-spending new TV advertiser, investing £10.8m. However, Google refutes this figure, although it won't reveal how much of its budget is spent on TV.

Brand marketers are not unaware of the staying power of TV. Spending on TV advertising is strong and growing. It's clear that brand marketers don't need much convincing about the power of TV. But with all the change stirring the pot these days, they just need some reassurance.

In the end its content which rules; content can be delivered over any medium satellite was one of them with the receiving medium being TV. Content is now also delivered over internet protocols but also can be received over TV so is TV ever going to die? Not a chance with now the humble TV becoming bigger in size a 50 inch in now small screen. Content will remain king, distribution will remain god and maybe digital the new messiah.

So rest assured, the category dominator of advertising is still around. It still rules. It's called TV.



Amul, the flagship Indian dairy cooperative, was the driving force behind India's White Revolution which, transformed the country into the world's largest producer of milk and milk products. Amul, based at Anand in Gujarat, was established in 1946. It is a brand managed by a cooperative body, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), and today is jointly owned by 3 million milk producers of Gujarat. Dr. Verghese Kurien, founder-chairman of GCMMF, is the man behind its success.

A massive distribution network

Being the apex organization of the Dairy Cooperatives of Gujarat, it markets the products, produced by the district milk unions, in 30 dairy plants. Amul has the largest distribution network for any FMCG company, with over 50 sales offices spread all over the country, more than 5000 wholesale dealers and more than 700000 retailers.

Amul's admirability among its consumers is evident from the fact that it has emerged as the world's largest vegetarian cheese and the largest pouched-milk brand. Amul is also the largest exporter of dairy products in the country. AMUL is available today in over 40 countries of the world. Its major markets USA, West Indies, Africa, Gulf Region, SAARC and Singapore, Philippines, Thailand, Japan and China, and others, such as Mauritius, Australia, Hong Kong and a few South African countries. In 2011, Amul was named the Most Trusted Brand in the food and beverages sector in The Brand Trust Report, published by Trust Research Advisory. Amul has made a for itself in the market by its impressively huge product range — milk, milk powder, butter, ghee, cheese, MastiDahi, yoghurt, buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulabjamuns, flavoured milk, basundi, Amul PRO brand and others.

An impressive product offering

Amul PRO is a recently launched brown beverage that offers whey protein, DHA and essential nutrients. In January 2006, Amul launched India's first sports drink Stamina, which competes with Coca Cola's Powerade and PepsiCo's Gatorade. Amul also offers mithaimate which competes with Milkmaid by Nestle by offering more percentage of fat at a lower price.



'The Amul Girl'

In August 2007, Amul introduced Kool Koko, a chocolate milk brand, extending its product offering in the milk products segment. Other brands under the banner are Amul Kool, a low calorie thirst quenching drink; Masti Butter Milk; Kool Cafe, ready to drink coffee and India's first sports drink Stamina. Amul's lip-smacking ice creams are made from milk fat and thus are ice creams in real sense of the word, while many brands in India sell frozen desserts made from vegetable fat. Amul's sugar-free pro-biotic ice-cream won The International Dairy Federation Marketing Award for 2007.

In 1966, Amul hired Sylvester daCunha, then managing director of AS to design an ad campaign for Amul Butter. daCunha designed an ad campaign with a series of hoardings and topical ads, depicting day-to-day issues. The campaign was popular and earned a Guinness world record for the longest running ad campaign in the world.

Since then, Amul products' mascot has been the very recognizable "Amul Baby" or Amul Girl (a chubby butter girl usually dressed in polka dotted dress) showing up on hoardings and product wrappers with the tagline Utterly Butterly Delicious.



”

HIGHLIGHTS

Founded in 1946 to stop the exploitation by middlemen, it all began when milk became a symbol of protest.

GCMMF received the Bronze Trophy at the Indian Marketing Awards in 2014.

Amul was awarded as 'World Dairy Innovation' in 2014 and AIMA High Performance Brand of the Year Award in 2013.

“



”

HIGHLIGHTS

Boroline, manufactures a luxuriantly rich night repair cream to heal dry and rough skin overnight which is widely known to deliver quick results on its emotional promise of 'turning dry & rough skin into happy skin, overnight'.

Even as the world has turned frantically fashionable and faddish, Boroline has stuck to its core values of being an honest, hardworking cream.

After thorough research and product testing, the brand introduced the Ultra Smooth variant of Boroline as a breakthrough product, combining the efficacy of Boroline with a softer, smoother texture.

“

Boroline is an over-the-counter (OTC) antiseptic perfumed cream manufactured in India by GD Pharmaceuticals Pvt. Ltd. Launched in the year 1929 by Late Sri Gourmohan Dutta, over the years, the brand's popularity soared and it became an icon of national economic self-sufficiency in a nation that was still under the British rule. Today, it is one of the most popular and trusted brands in India.

A humble beginning

Boroline is the flagship brand of GD Pharmaceuticals which was the happy outcome of the heady nationalistic wave that had engulfed all Indians during the pre-independence era. Its founder, Gourmohan Dutta, belonged to the rich merchant class of Calcutta. A practical patriot, he was convinced that the best way to help India was to contribute to its economic self-sufficiency. To actively do this, he decided to manufacture products of quality equivalent to their foreign counterparts.

It was a daunting task. Many dissuaded him against this venture. But Gourmohan Dutta followed his heart. With a glorious dream of free and self-sufficient India in his heart, he started manufacturing medicines, one of them would be the legendary green tube - Boroline. It had a humble beginning in his house in 1929. The celebrated journey had begun.



I use Boroline every night.

I trust Boroline for a very simple reason. It works wonders for rough and dry skin. No wonder millions have trusted it for over 80 years. Use Boroline every night like I do and wake up with soft, happy skin.



Vidya Balan



eco-friendly pots, it also introduced the INR 10/- value pack in order to generate more trials among non-users.

Unwavering product quality for 3 generations

Boroline, a brand that has always let the product do the talking, much more than high decibel marketing is a luxuriantly rich night repair cream to heal dry and rough skin overnight. It is widely known to deliver quick results on its emotional promise of 'turning dry & rough skin into happy skin overnight'. At a product level, its biggest differentiator is the oil base that is more efficacious than several water-based creams. At a brand level, it's the enduring trust of people for over three generations that has won the heart of millions of Indians. Boroline can be summed up as an understated brand that over delivers on its promise. Even as the world has turned frantically fashionable and faddish, Boroline has stuck to its core values of being an honest, hardworking cream. Enjoying the implicit trust of 3 generations of users who have always seen more than the promised results, the brand has always kept its core user at heart while trying to appeal to newer, younger users. It has never employed knee-jerk reactions to competition or consumer moods. Boroline has consistently undertaken marketing initiatives those are in line with the brand personality as well as market opportunities. "A critical point has been their use of brand ambassadors. They have always carefully chosen their endorsers who reflect values similar to the brand - Raima Sen, Sakshi Tanwar & now Vidya Balan, celebrities who are credible and have extraordinary substance and style".

While Boroline has always stayed away from outsourcing its production to ensure quality standards, it has kept innovation at the core of its inception since the very beginning. After thorough research and product testing, the brand introduced the Ultra Smooth variant of Boroline as a breakthrough product, combining the efficacy of Boroline with a softer, smoother texture. Launching its packaging variants in

The unwavering product quality, enduring consumer trust and fair practices are the biggest competitive advantages in Boroline's basket. This is both with its trade as well as consumers. Being a truly heritage brand, it adheres to stringent operating guidelines. Responding promptly and fairly to consumer suggestion or complaint, it has constantly researched and explored better formats and product experiences.

Well equipped production units

GD Pharmaceuticals has two production units one of which has an existing floor area of 55000 sq. ft on a 20 acre plot. The production unit uses fully automated machinery with minimum involvement of manpower to ensure reproducible quality. Every process is monitored by strict SOPs and each step documented and monitored by pre-assigned trained personnel. Systems are in place to track each batch of starting material to the ultimate distribution point. The company has established logistics, distribution and marketing infrastructure with associates who have been working together for more than 30 years with existing offices and warehousing facilities in 25 regional headquarters across India. A list of tested and reliable transporters carry supplies which are all insured. The vast and scattered infrastructural elements are supported and monitored by a well trained massive team of experienced and dedicated professionals. The company actively promotes using technology whenever it adds to increase in efficiency and productivity. The corporate office has a floor space of 14500 sq. ft, having its own conference and training apart from well-spaced work areas.

Through every thought and action Boroline has always tried its best to enhance goodwill amongst its customers, business associates, the governing authorities, various groups and trade associations and every individual who the company comes in contact with.

Britannia Industries Limited is India's leading food products corporation based in Bangalore. 123 years ago, in a small house in central Calcutta, an intrepid baker made a batch of delicious, golden brown biscuits. These were meant for officers of the British Raj and their families, people used to the exacting standards of English tea-time snacking. From the paeans of ecstasy for that first batch of aromatic, flavour-some biscuits was born a long tradition of delectable baking - and its Indian custodian, Britannia. Today, the company's principal activity is the manufacture and sale of biscuits, bread, rusks, cakes and a wide array of dairy products.



”

HIGHLIGHTS

Britannia is a leading food company in India with over INR 6000 Crores in revenues, delivering products in over 5 categories through 3.5 million retail outlets to more than half the Indian population.

Relentless focus on quality and freshness has won them prestigious accolades including the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

Britannia markets its dairy portfolio on the back of a well-integrated cold chain logistics network and reaches 3 million outlets across the length & breadth of this country.

“

A complete sensory experience

With such a humble beginning, Britannia has been serving the Indian consumer with a range of fresh, nutritious and flavour-rich products since 1892. The company takes pride in its food making traditions and in its innovations, in equal measure through which it has succeeded in becoming an indispensable part of the life in India. After demanding the best of ingredients, Britannia packages their natural goodness in its products, without any compromise. Thus, deliver to its consumers a complete sensory experience, in every product, every single time.

Today, Britannia is a leading food company in India with over INR 6000 Crores in revenues, delivering products in over 5 categories through 3.5 million retail outlets to more than half the Indian population. The company's core emphasis across portfolios has always been on healthy, fresh and delicious food. At a time when consciousness for one's health has taken the world by a storm and more and more people are embracing healthier eating options, Britannia takes pride in being the First Zero Trans-fat Company in India. 50% of its product portfolio is enriched with micro-nutrients. Apart from this, being socially responsible, its products are also delivered through the Britannia Nutrition Foundation to combat malnutrition among underprivileged children.

Britannia Dairy

Britannia Dairy had its beginnings in 1997 when it became one of the first companies in India to pioneer the category defining innovations like Cream Cheese and introducing a host of international flavors for its cubes and spreads all across India. Today, Britannia Dairy products contribute close to 10% of the company's revenue. The company markets its dairy portfolio on the back of a well integrated cold chain logistics network and reaches approximately 3 million outlets across the length and breadth of this country.

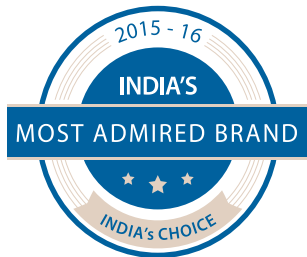
Its relentless focus on quality and freshness has won Britannia a number of prestigious accolades including the Golden Peacock National Quality Award, Ramakrishna Bajaj National Quality Award and the Bronze award winner for Best Brand Campaign (Britannia Tiger) at Times of India, Big Bang Awards 2013. However, the award that the company is believed to cherish the most is the one given by its consumers.

Healthy, Fresh and Delicious Food

Britannia focuses on 'Healthy Fresh and Delicious Food' while manufacturing its products which are loved by the Indian people. Apart from this, the brand is recognized as one of the most trusted, valuable and popular brands among the Indian consumers in various reputed surveys. The company realizes its responsibility to continue delivering fresh, nutritious and fun products and hence, this becomes its mission- to be an arm-stretch away, any time of the day. Britannia's constant and persistent effort to provide India with the tastiest and healthiest food has, over the years, is reflected by a large consumption of its products in the market. Its commitment to deliver better products to its consumers has only been boosted by the numerous laurels it has received, pushing it to strive for even higher degrees of excellence.

So, every time one imagines the aroma of oven-fresh cakes, the tantalizing drop of rich chocolate cream on crisp, cocoa-brown cookies, the satisfying mouthful of crunchy biscuits or a sinful bite of melted cheese on freshly toasted bread, one imagines Healthy Goodness.





Firefly LED Products Private Ltd is one of the most successful manufacturers and suppliers of LED Lights in the country. Initiated in 2013, the company has reached immense heights and has managed to create a tough competition for all the contemporaries in such a short time span. Firefly has a fully integrated manufacturing and assembling facility in Vasai, Mumbai capable of manufacturing all the components required for LED lighting starting from Aluminium Pressure die casting enclosures to metal clad Printed Circuit Boards (MCPCB) and Driver units.



'COSMO'

Firefly markets its products under the brand name "COSMO" which produces innovative lighting technologies of various types using LED technology for both indoor and outdoor usage. These products are meant to be the best substitute and replacement to the lighting products that are currently being used. To provide its consumers with the best quality, all COSMO products are fitted with world's leading brands. In order to achieve consumer satisfaction, a 2 year warranty is provided for all its products.

All COSMO products are highly energy efficient, radiation free, eco-friendly with excellent light output and longer life. Offering a wide range of products under the categories of Down lights, Street lights, Flood lights and High bay lights bearing different shapes like round, square, rectangle and leaf like, COSMO is known to manufacture products of different sizes and wattages with excellent power factor to meet the various light output demands. In order to meet the demands of various customer segments, the company aims to continue introducing new products under the COSMO brand at regular intervals.

A guarantee of quality

The factor which sets Firefly apart from its counterparts in the competitive industry is the sheer care, quality and passion with which it offers its services to ensure the highest level of consumer satisfaction. Firefly manufactures its own PCBs & Drivers which is of world class quality thereby guarantying its consumers with the greatest and appropriate lighting solutions. The organization operates with sophisticated technological assistance for providing the customers with the eco-friendly, durable and innovative illuminations. The dazzling light manufactured by the company have been demanded by a large number of clients because of the unique designs, their harmlessness to the human eye with appropriate shine and proper construction, low maintenance, affordable pricing and suitability for every location.

Apart from this, the company has recruited the most creative and enthusiastic team of qualified professionals working sincerely for the prosperity and growth of the organization. With an effective team whose main focus is to provide the best quality lighting products to its customers, Firefly has most of its professionals working at senior levels having put in many years of experience in the lighting industry. The manufacturing team is fully dedicated



in meeting both the quality and quantity demands, thus making the production costs very effective. The diligent engineers and technicians have accurately customized products meeting the perfect and distinguished requirements of the consumers for appropriate usage. In short, Firefly has a dynamic team working to satisfy the customer needs at all times in a timely and effective manner.

Why Firefly?

Firefly is one of India's largest integrated manufacturer of LED lights with its own casting unit, PCB making unit, Driver making unit and many assembly lines. Firefly has ensured ethical behavior in all its business activities and operated in a transparent manner for building trustworthiness in the market. Since its inception, the company has only indulged in genuine and true dealings for maintaining the reputation attached to its name. Having never compromised on the quality of products and having delivered to its maximum capacities, the products of Firefly are an obvious choice for associates because of the precise personalization, brilliant lightening ability, decreased

power consumption, latest designs, eco-friendly approach and reasonable rates. Being one of the very few integrated manufacturer of LED lights in India, Firefly is very competitive in the market place and can be relied upon for continuous supplies with more varieties and choices. With a constant growth in terms of quality and product improvements and new launches catering to all sectors the customers have reposed confidence in them to deal with it. Every minute detail like from the smallest component to the heaviest accessory, from labelling to packing is addressed through internal assessment as well as customer feedback. Firefly follows a commendable approach towards its customers by not to sell the product but to make him accept the brand as the best. Firefly insists its customers to visit its manufacturing plants and showroom to experience and understand how a brand is created. Such a step has positively impacted its sales performance.

With a vision to become India's largest LED lighting company that provides LED lighting products of numerous varieties which are not only of high quality and reliability but also competitively priced to cater to the various section of society, Firefly delivers a promise that will light a million households.



HIGHLIGHTS

The factor which sets Firefly apart from its counterparts in the competitive industry is the sheer care, quality and passion with which it offers its services to ensure the highest level of consumer satisfaction.

The company has recruited the most creative and enthusiastic team of qualified professionals whose main focus is to provide the best quality lighting products to its customers. Firefly has most of its professionals working at senior levels having put in many years of experience in the lighting industry.

All Cosmo products are highly energy efficient, radiation free, eco friendly with excellent light output and longer life.





HIGHLIGHTS

31 years of excellence being the #1 Two-Wheeler manufacturer in India, over 60 million two-wheelers sold and 6000 service centres.

2016: Overdrive – Scooter of the Year (Hero Maestro Edge) – 'Viewers' Choice Scooter of the Year (Hero Maestro Edge) and Manufacturer of the Year (Two Wheeler) Award.

In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.

Hero MotoCorp Ltd. which was formerly known as Hero Honda Motors Ltd. is the world's largest manufacturer of two-wheelers, based in India. This leading company manufactures and sells fuel-efficient scooters and powerful motorcycle having a production capacity of more than 6.5 million two wheelers at its manufacturing facilities. Hero MotoCorp accounts for almost 46% of all bikes sold in India. The company exports to Africa, Asia, Eastern Europe and Latin America. In the calendar year 2011, HMCL sold over six million units of two wheeler and in 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.

World class mobility solutions

Having entered the automobile industry with a simple vision - the vision of a mobile and an empowered India, powered by its two wheelers, Hero MotoCorp Ltd. proudly boasts of a rich legacy of path breaking achievements. Moreover, the company's new identity truly reflects its commitment towards providing world class mobility solutions with a renewed focus on expanding the company's footprint in the global arena.

With quality being its topmost priority, the two wheelers are manufactured across 4 globally benchmarked manufacturing facilities. Two of these are based at Gurgaon and Dharuhera which are located in the state of Haryana in northern India and the third manufacturing plant being based at Haridwar, in the hill state of Uttarakhand; while the latest addition being the state-of-the-art Hero Garden Factory in Neemrana, Rajasthan.

The Company's growth in the two wheeler market in India is the result of an intrinsic ability to increase reach in new geographies and growth markets. Hero MotoCorp's extensive sales and service network now spans over to 6000 customer touch points which comprise a mix of authorized dealerships, service and spare parts outlets, and dealer-appointed outlets across the country.

Key Policies

The unprecedented success of Hero MotoCorp is strongly credited to the core value of the Hero MotoCorp philosophy - Excellence in quality. The company is committed at all levels to achieve the highest quality in whatever it does, particularly in its products and services which meet and exceed the customer's growing aspirations.

This, the company has achieved through steady innovation in products, processes and services and a continuous improvement in the total quality management systems.

Teamwork and responsibility make sure that Hero MotoCorp delivers more than it promises.

'A business must not grow at the expense of mankind but must serve humankind at large.'

At Hero MotoCorp, the goal isn't limited to business but also encompasses the broader spectrum of serving humanity through social initiatives. This is another key policy which makes the company stand out from its counterparts. Hero MotoCorp takes a stand as a socially responsible enterprise respectful of its environment. The leading manufacturer has been strongly devoted not only to environmental conservation programs but also expresses the increasingly inseparable balance between economic concerns, environmental and social issues faced by business.

Creating a global footprint

The new Hero is rising and is poised to shine on the global arena. In light of this, the company's new identity "Hero MotoCorp Ltd." is truly reflective of its vision to strengthen focus on mobility and technology and creating global footprint. Building and promoting new brand identity is central to all its initiatives and it aims to achieve so by utilizing every opportunity and leveraging its strong presence across sports, entertainment and ground-level activation. By building a robust product portfolio across categories, exploring growth opportunities globally, continuously improving its operational efficiency and aggressively expanding its reach to customers, Hero MotoCorp continues to invest in brand building activities and ensure customer and shareholder delight.

Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates. Without any doubt, the company will continue its legacy forward while providing an engaging environment for its people to perform to their true potential and continuing its focus on value creation and enduring relationships with its partners.



HIGHLIGHTS

Commenced operations in August 2006 with a single aircraft, and have grown the fleet to 101 aircraft. They have a young fleet and the average age of their aircraft was 3.26 years (as of December 2015).

Best Airline Indian at ASSOCHAM awards, August 2015.

Best Domestic Low Cost Airline at CNBC Awaaz Travel Awards, June 2015.



IndiGo is an Indian budget airline company headquartered at Gurgaon, India. It is the fastest growing and also the largest airline in India, with a market share of 32.6 per cent as of May 2014. The airline offers 534 daily flights connecting to 37 destinations, including five international destinations, with its primary hub at Delhi's IGI Airport. It presently operates a fleet of 86 aircraft belonging to Airbus A320 family.

The journey to success

Set up in early 2006 by Rahul Bhatia of InterGlobe Enterprises and Rakesh S Gangwal, a US-based NRI, IndiGo placed an order for 100 Airbus A320-200 aircraft in June 2005, with plans to commence operations in mid-2006. IndiGo took delivery of its first Airbus A320-200 aircraft on July 28, 2006, nearly one year after placing the order, and commenced operations on 4 August 2006 with a service from New Delhi to Imphal via Guwahati. By early 2012, IndiGo had taken the delivery of its 50th aircraft in less than six years. IndiGo is known to have placed the largest order in commercial aviation history during 2011, when Airbus won the US \$15 billion deal for 180 aircraft which pushed up the percentage of Airbus aircraft in India to 73 per cent. By February 2012, IndiGo was expanding rapidly and was making solid profits, the only airline in India to do so. It had replaced Kingfisher as the second largest airline in India, in terms of market share.

Lion Air, IndiGo became the second fastest growing low-cost carrier in the continent. In the same month, IndiGo became India's first airline to take the delivery of the Airbus A320-200 aircraft equipped with sharklets.

Today, IndiGo operates to 37 destinations in India and abroad with 534 daily flights. In January 2011 IndiGo received a license to operate international flights after completing five years of operations, its first international service being launched between New Delhi and Dubai on 1 September 2011. Over the following weeks, the international services were expanded to serve Bangkok, Singapore, Muscat and Kathmandu from New Delhi and Mumbai. Now IndiGo is operating international flights from several cities, including Chennai, Bangalore.

Most preferred low-cost carrier

IndiGo's strong adherence to a low-cost model, buying only one type of aircraft and keeping operational costs as low as possible, along with an emphasis on punctuality, are said to be some of the reasons for its success even when the airline industry in India is going through a bad patch. IndiGo focuses on adding a new plane every six weeks and sometimes even faster. In January 2013, following Indonesian airline

Ensuring hassle-free trips

By minimizing the cost, time and tension of air travel, IndiGo opened up a country full of opportunities. IndiGo has proved itself to be a pro at ensuring quality by incorporating the best hardware, software, interface design and personnel from around the world. The IndiGo team can be seen to use all of these resources to design processes and rules that are safe and simple, that make sense, and that cut waste and hassles, which in turn ensures a uniquely smooth, seamless, precise, gimmick-free customer experience at fares that are always affordable. IndiGo uses brand new Airbus A320s and provides low fare and professional customer services and adopts an honest way to deal with delays and cancellations.



HIGHLIGHTS

With revenue in excess of \$5 billion; revenue market share of nearly 18.2% (as on Q4FY15); and subscriber base of over 165 million, Idea is one of the top 3 mobile operators.

Idea has a deep rooted network across the length and breadth of the country comprising of over 1,49,196 cell sites covering 7,513 towns and 3,63,580 villages as on Q1FY16.

Idea carries a traffic of over 2 billion minutes a day.



Idea Cellular, commonly referred to as Idea, is an Indian mobile network operator based in Mumbai, India. Being an Aditya Birla Group Company, India's first truly multinational corporation, Idea is a pan-India integrated GSM operator that offers 2G and 3G services, and has its own NLD and ILD operations, and ISP license. With revenue in excess of US\$4 billion; revenue market share of nearly 15 per cent; and subscriber base of over 121 million in FY 2013, Idea is India's 3rd largest mobile operator and ranks among the top 10 operators in the world .



Robust pan-India coverage

Currently competing with 13 other mobile operators throughout India, Idea's robust pan-India coverage is built on a network of over 100,000 2G and 3G cell sites, spread across over 55,000 towns in India. By using the latest technology, Idea provides world-class service delivery through the most extensive network of customer touch points, comprising of nearly 4,500 exclusive Idea outlets, and over 7,000 call centre employees. It's customer service delivery platform is ISO 9001:2008 certified, making it the only operator in the country to have this standard certification for all 22 service areas. Idea leads all other telecom operators in India in the MNP (Mobile Number Portability) race, with a net gain of 1,031,380 subscribers as on August 31, 2011. Every fourth mobile user who exercises choice through MNP, prefers Idea.

Innovative value-added services

Offering a wide range of high-speed mobile broadband devices, including Android-based 3G smartphones, dongles etc., Idea's wide portfolio of 3G smartphones offers the latest in 3G applications and high-end data services, such as Idea TV, games, social networking at the most affordable prices. This leading mobile network company has pioneered customized product offerings for segmented customers. It is the first mobile operator to introduce innovative value-added services in the Indian telephony market, and has remained ahead of the industry in data product offerings.

Widespread recognition

Idea has received several national and international recognitions for its path-breaking innovations in mobile telephony products and services. It won the prestigious 'NDTV Business Leadership Award' in the telecom category for its solid, consistent performance in 2012. Idea also won the 'Best Ad Campaign of the Year' award for the popular 'Honey Bunny' campaign at the Tele. Net Telecom Awards 2012. Along with this, Idea won the 'Best Brand Campaign' at the esteemed World Communication Awards in 2011 & 12.

Idea is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) in India and has been ranked #1 in the telecom sector in "India's Best Companies to Work for Study - 2013 and the "Best Place to Work" at the Asia Communication Awards 2013.



Complain.

I am listening.



Advise.

I am listening.



The Jammu & Kashmir Bank was founded on 1 October 1938 under letters patent issued by the Maharaja of Jammu and Kashmir, Hari Singh. The Maharaja invited eminent Kashmiri investors to become founding directors and shareholders of the bank, the most notable of who were Abdul Aziz Mantoo, Pesten Gee and the Bhaghat Family, all of whom acquired major shareholdings.

”

HIGHLIGHTS

Incorporated in 1938, and is listed on the NSE and the BSE. It has a track record of uninterrupted profits and dividends for four decades. The J&K Bank is rated P1+, indicating the highest degree of safety by Standard & Poor and CRISIL.

February 29 2016: J&K Bank bags four awards for SHG, JLG financing.

J&K Bank operates on the principle of 'socially empowering banking' and seeks to deliver innovative financial solutions for household, small and medium enterprises.

“



Commencing services

The bank commenced business on July 4, 1939, and was considered the first of its nature and composition as a state-owned bank in the country. The bank was established as a semi-State Bank with participation in capital by state and the public under the control of state government. In 1971, the bank acquired the status of a scheduled bank and was declared as an "A" Class bank by the Reserve Bank of India in 1976. The bank's corporate headquarters is in Srinagar. The bank has a network of 750 business units (branches) and 726 ATMs across the country as on October 1, 2013.

build volumes and improve margins. Operating on the principle of 'socially empowering banking', it seeks to deliver innovative financial solutions for household, small and medium enterprises.

The bank, incorporated in 1938, and listed on the NSE and the BSE, has a track record of uninterrupted profits and dividends for four decades. The J&K Bank is rated P1+, indicating the highest degree of safety by Standard & Poor and CRISIL.

J&K Bank's strong fundamentals and dynamic growth model is evident from the various accolades that it has received in the recent years. The bank was ranked as No. 1 in 'Best Old Private Sector Bank' category in the survey conducted across the banking industry. In terms of profitability, the bank stands 3rd in the overall banking industry while as 1st in the category of 'Old private sector banks'.

Socially empowering banking

J&K Bank functions as a universal bank in Jammu & Kashmir and as a specialised bank in the rest of the country. It is also the only private sector bank designated as RBI's agent for banking business, and carries out the banking business of the central government, besides collecting central taxes for CBDT. J&K Bank follows a two-legged business model whereby it seeks to increase lending in its home state which results in higher margins despite modest volumes, and at the same time, seeks to capture niche lending opportunities on a pan-India basis to

Excellence in banking industry

For its leadership role in the human resource management practices, J&K Bank was conferred with HR Leadership Award in the second India Human Capital Awards 2012. The award is the recognition of bank's strategic and iconic position as a role model for professionalism and management excellence in the banking industry.



HIGHLIGHTS

Scorpio made the SUV category what it is today

The brand is an embodiment of power, thrill and adventure

Scorpio has the largest SUV Facebook community in India with over 3.2 million fans

Is one of the most awarded brands in the industry with over 50 awards

More than 5,00,000 plus Scorpios are on road in India and abroad



The Birth of an Icon

The automobile has always been the most tangible expression of who we are and who we want to be. And very few automobile brands make a statement the way Scorpio does.

Launched in June 2002, Scorpio was a great leap forward for the Indian automobile industry. Equipped with a powerful engine and modern car-like features, exuding a macho style and a bold attitude, Scorpio redefined the SUV space and, in a broader sense, transformed the unglamorous utility vehicle into something all together more aspirational. At the same time, Scorpio became the face of a new Mahindra – one with global ambitions.

Scorpio was a resounding success with car-buyers - capturing their imagination with the premium, international imagery and a cut-above-the-rest attitude that the 'car plus' advertising campaign so lavishly portrayed. The auto community was smitten too - Scorpio was voted 'Car of the Year' by CNBC-Autocar and BS Motoring in 2003 and received the 'Launch of the Year' award by the India Leadership Summit in the same year.

Constantly Raising the Bar

Over the years Scorpio has emerged as a trendsetter as far as technology is concerned with many firsts to its name including the innovative Voice Messaging System, Micro Hybrid (start/stop) technology, 6-speed Automatic Transmission (the only SUV in its class with automatic transmission) and being India's first BS4-emission compliant vehicle.

In fact, a big reason for Scorpio's evergreen popularity is that it has evolved with the changing lifestyle and aspirations of its customers. The New Generation Scorpio, launched in September 2014, has been built on an all-new platform with Cushion Suspension and Anti-Roll Technologies. It comes with advanced technology features and exterior styling that's more contemporary but reflects Scorpio's signature aggression and muscularity. Scorpio reinforced its place as one of India's most popular automobile brands by winning 8 awards that year, including 6 'SUV of the Year' awards.

Scorpio's victories in some of the world's toughest rallies including Raid de Himalaya, Desert Storm, Rally Dos Sertoos in Brazil and Dakshin Dare coupled with success in multiple domestic and international cause-related expeditions like the Gondwanaland Expedition and the ASEAN Rally go a long way in reinforcing its tough and rugged DNA; as do expeditions like the 'Monastery Escape', 'Royal Escape' and 'Himalayan Spiti Escape' all held under the banner of Mahindra's successful experiential marketing initiative – 'Mahindra Adventure'.

With 'Mahindra Adventure' owners and fans of Mahindra SUVs too get to experience this tough and rugged DNA by participating in the popular "Great Escape" events.

It is no surprise then that Scorpio has found favour not only with the Armed Forces but also with police, para-military and security forces across the country.

Scorpio. Nothing Else Will Do.

Scorpio's wide and lasting appeal as the true-blue off-road SUV can be traced to its design - one that continuously evolves to be contemporary but stays true to its design lineage - commanding, muscular and aggressive. Coupled with its elevated seating position Scorpio imparts that unique 'King of the Road' feeling to the driver.

Alongside an iconic design, Scorpio's distinctive product positioning, innovative, insight-based marketing campaigns with larger-than-life advertising and cutting-edge digital integration have all gone into communicating the brand's values and have helped strongly associate Scorpio with the attributes of power, thrill and adventure.

Admiration and loyalty for the brand is evident not only from sales numbers – with annual sales of over 50,000 units for the past 4 years – but from the more than 3.2 million fans on Facebook - making it the largest SUV Facebook community in India. The magic of the Scorpio is further seen in the array of impromptu fan clubs initiated by customers in the virtual and real world and in the over 12 million views on its YouTube channel.

Scorpio's popularity goes beyond our borders. Over the last decade the Scorpio range of SUVs and Pick Ups has created a mark in over 20 countries across SAARC, Africa, Latin America and the ASEAN region, rubbing shoulders with other well-established global UV brands.



Accolades for Scorpio

Since its launch, Scorpio has come to be one of the most awarded brands in the industry with over 50 awards till date including 'Excellence in Marketing & Brand Building' by Indian Express 2003, 'Best SUV in Total Customer Satisfaction in the SUV segment' in NFO Automotive's Total Customer Satisfaction Study 2004, the 'Hall of Fame' award at the CNBC TV18 - Overdrive Awards 2013 and 'India's Most Trusted Car-SUV/MUV' by The Brand Trust Report India Study 2014. Scorpio has also distinguished itself by having a Harvard Business Case Study to its name.

Going from Strength to Strength

A brand that defined its category and one that continues to capture the imagination of millions, Scorpio personifies power, thrill and adventure. Very few auto brands have remained aspirational and relevant over time despite rising competition and rapidly evolving consumer preferences; since its launch in June 2002, Mahindra has sold 5,00,000 plus Scorpios, including the lifestyle pick-up Scorpio Getaway, in India and abroad and there is all reason to believe that Scorpio will only go from strength to strength.



Nothing but the best

Lux Cozi has proved yet again that when it comes to product quality, it opts for nothing but the best. All of its automatic sewing machines are imported from Italy. The high grade equipment guarantees unmatched finesse and quality in the products. Moreover, each garment then goes through a stringent, four point inspection system that ensures complete quality control and the best outcome in terms of comfort and satisfaction. Today, Lux has managed to win the hearts of its consumers and being a leading brand in the hosiery market, is continuing its stellar performance with impressive growth in sales and profitability. It has established an enduring brand image in the hosiery industry through high quality and superior customer satisfaction. As recognition for its top quality products, the brand has received certifications from the highest standard bodies, one of them being the award of the 'Best Hosiery Manufacturer 2002-2003', awarded by the then textile Minister Shahnawaz Hussain.

Quality and comfort

At Lux Cozi, customer satisfaction is believed to be the top most priority. It was the sole fundamental on which Lux Innerwear was founded. Lux Cozi has been successfully moving forward with a vision to keep creating new benchmarks for quality and comfort, the two fundamentals that lay the foundation of the company and take it to the epitome of success. Its mission is to be recognized as the best Indian hosiery company globally and to drive the industry towards sustainable growth and development. One of the core values of the brand is to ensure complete satisfaction and utmost comfort for every consumer by creating top notch products. The company has been constantly bringing about change in its methods of production through sustained innovation and stringent quality control practices. Thus, it has been creating new business along with customer satisfaction which is the driving force behind its economic engine. Lux Industries Limited, hence, strives to adhere to the highest of ethical standards and transparency in all its business dealings and transactions. Undoubtedly, Lux Cozi has made a place for itself in the Indian hosiery market by ensuring a complete customer satisfaction by creating top-notch products through sustained innovation and stringent quality control practices.

A core guiding principle of the Lux Group is to make a difference to society by sharing its successes and giving back in large measure in order to pursue long-term goals that are good for the community. Most of the social work that it does is anonymous, like feeding hungry pilgrims and providing drinking water. It has also developed the Bangur Avenue Sansad Bhavan, Kolkata, India, a dharamshala for pilgrims where we provide free food and lodging.

HIGHLIGHTS

Lux Industries has now become a manufacturing powerhouse that produces more than 100 products at an astounding rate of 8 lakh pieces per day.

The brand has received certifications from the highest standards bodies, one of them being the award of the 'Best Hosiery Manufacturer 2002-2003', awarded by the then textile Minister Shahnawaz Hussain.

A core guiding principle of the Lux Group is to make a difference to society, by sharing its successes and giving back in large measure. It has developed the Bangur Avenue Sansad Bhavan, Kolkata, India, a dharamshala for pilgrims where we provide free food and lodging.



Lux Cozi is a leading brand in India manufacturing men's innerwear and undergarments. Lux has come a long way since Late Shri Girdharilalji Todi first dreamt of manufacturing quality innerwear and started Biswanath Hosiery Mills in 1957. The Company has continued to grow and innovate with a number of pioneering initiatives in the industry, and in the last 20 years, has shown a massive growth of 100 times! Since its inception, Lux Industries Limited has maintained an uncompromising stance on quality and comfort by providing its consumers with the best in quality. This has been one of the fundamentals upon which Lux was established and has remained at the core of its business model and operational belief.

A manufacturing powerhouse

Lux is well-known for manufacturing innerwear of uncompromising quality and comfort, which has been recognized for its top quality. Starting with just 1 product, Lux has now become a manufacturing powerhouse that produces more than 100 products at an astounding rate of 8 lakh pieces per day. Over 3 lakh families are now associated with Lux. The Company has established over 5 lakh retail outlets all over India, and has offices across the nation in Kolkata, Delhi, Agra, Indore, Mumbai, Ludhiana, Jaipur and Roorkee. Lux has succeeded in providing uncompromising quality and comfort for men looking for exemplary styles and comfort in innerwear. The target group of the company consists of urban boys and men from the middle class. Lux Cozi has a strong and well-established management working as per the needs of the society and promoters having over 25 years of experience in the existing line of business. With ad campaigns especially designed in such a way as to make an emotional connect with its consumers, With consistent customer satisfaction over many years, Lux has witnessed a massive growth of over 100 times in just 20 years! After making its mark firmly in the hosiery sphere, the leading brand is now moving into the outerwear, premium-wear and women-wear segments, with a key focus on today's youth.



MBJ
SINCE 1897



”

HIGHLIGHTS

With the rich experience of crafting jewellery for royalty since 1897, MBJ entered the retail market in 1982 upholding their vision of highest standards of craftsmanship, with consistent quality, customer relations, and custom design being the hallmark of the brand

MBJ has associated with various esteemed forums like Lifestyle Luxury Awards, IJ Jewelers' Choice Design Awards, Retail Jewellers India Awards and received accolades for winning the prestigious NRI awards – the Pride of India Awards 2015 for "Excellence in Jewellery".

MBJ's stunning jewellery has also been sported by several celebrities like Soha Ali Khan, Shradha Kapoor, Chitrangada Singh, Athiya Shetty, Sooraj Pancholi, Esha Gupta etc.

“

MBJ, one of India's preeminent fine jewellery luxury brands has always been well renowned for their quality and the antique style of their jewellery. With the rich experience of crafting jewellery for royalty since 1897, the MBJ group has a fleet of expert craftsmen who make extravagantly crafted jewellery that looks special on all occasions. Trusted across India and around the world as torchbearers of the royal standards of Ratangarh in Churu, Rajasthan and combining it with the best tradition of jewellery craftsmanship of Bengal, MBJ has been ensuring quality and novelty through seven generations.

Since 1897, MBJ has upheld their vision of highest standards of craftsmanship with consistent quality, customer relations, and custom design being the hallmark of the brand. MBJ provides best custom-made solutions to its clients when it comes to Diamonds and Jadau jewellery- Polki, Kundan and Meenakari. One of India's biggest exporters and wholesalers, MBJ has their own state-of-art manufacturing facility in Kolkata and coming up with a new unit in Delhi. Having entered retail market in 1982, MBJ today has 3 contemporary styled showrooms across the country in Kolkata and Jaipur and an upcoming boutique store in Delhi.

Versatile yet contemporary, the brand forte lies in designing meticulously crafted majestic heirloom jewellery that is heavily influenced by historical and cultural legacies. Having set a benchmark in luxury retail, the brand has evolved to being recognized as a leading jewellery brand with international acclaim.

MBJ celebrates the exceptional beauty of the Indian bride in their latest bridal collection, ADARA. With the rich experience of crafting jewellery for royalty since 1897, the MBJ group has a fleet of expert craftsmen who make extravagantly crafted jewellery that looks special on all occasions. The visually enticing collection of Polki and Diamond jewellery, embellished with high quality gemstones like rubies, emeralds, sapphires, pearls, etc. makes each piece exude a vibrant charm. The intricate artistry of Meenakari work also adds to the visual drama making every piece look fabulously regal.



Extravagantly grand, each unique piece from ADARA has been beautifully crafted and is heavily influenced by historical and cultural legacies that echoes with a mélange of traditional and modern elements. The brand forte lies in curating the choicest diamonds and gems and pairing them with utmost precision and deliberation in a unique fashion to create extraordinary pieces that bears the brand insignia.

The sheer allure of the ADARA collection makes them heirloom pieces that can be passed down from one generation to the next. The beautiful kadas, heavy chokers and earrings are all styled to be versatile with the idea that each piece can be worn as a statement piece and accessorize both Indian and western attires. The collection also has contemporary pieces that are a perfect blend of modernity and tradition. The limited edition pieces ranging from beautiful chandbalas embellished with pearls and diamonds, chandeliers glittering with diamonds, animal-motif inspired peacock kadas, chunky cocktail rings, bracelets with beautifully crafted motifs, bangles dazzling with diamonds, heavy chokers adorned with rubies, emeralds, pearls and diamonds transports one to the bygone era.

MBJ has carved a niche for itself in bridal jewellery through their timeless Polki and diamond jewellery that imbibes the wearer with a vintage charm with a twist of modernity. Influenced by the allure of the bygone era, the decadent grandeur of the Polki and Diamond jewellery ensures that the brand's design legacy stands the test of time. MBJ's trademark quality, expert craftsmanship and beautiful styles over seven generations have made them the jewellery destination choice for every bride.

Over the years MBJ has associated with various esteemed forums like Lifestyle Luxury Awards, IJ Jewelers' Choice Design Awards, Retail Jewellers India Awards and received accolades for winning the prestigious NRI awards – the Pride of India Awards 2015 for "Excellence in Jewellery". The brand is a regular participant in many prestigious jewellery trade shows and exhibitions like the Jaipur Jewellery Show (JJS), Bridal Asia, Jaipur Association Show (JAS), Times Glamour, Wedding Asia, Jewels of Asia and The India Show (Lahore). MBJ has also been associated with several corporate entities such as Lucent Technologies, Singapore Airlines, Orientale and many more. MBJ's stunning jewellery has also been sported by several celebrities like Soha Ali Khan, Shradha Kapoor, Chitrangada Singh, Athiya Shetty, Sooraj Pancholi, Esha Gupta etc.



MICRO LABS LIMITED



Dolo-650

Paracetamol 650 mg Tablets

Extra Strength for Faster & Longer Action



Micro Labs Limited, a renowned name in the field of pharmaceuticals and medical care in India, is one of the fastest growing transnational healthcare organizations. Founded at Chennai in 1973, the port city of southern India, Micro Labs Limited started to establish its name as a shining star in the field of pharmaceuticals under the guidance of its founder, the late Mr G C Surana. After decades of quality services, achievements and success, Micro Labs Limited achieved a milestone in July 2006 by unveiling a state-of-the-art ophthalmic plant, the first of its kind in Asia. Further, collaboration with the world-famous eye care company Bausch & Lomb enabled Micro Labs Limited to leave an imprint on the Asia Pacific market. With a 9200-strong dedicated workforce and an annual turnover of INR 2500 crores, today Micro Labs limited has 19 marketing divisions that extend the business umbrella of the organization to serve people globally.

The foundation pillars of business beliefs on which the edifice of Micro Labs Limited stands tall are quality, ethics, customer focus and respect for people. Quality of products and services are the pivot of all activities which are supported by the best practices of governance and ethics, customer needs, satisfaction, the acknowledgement of efforts put by the think tank and the work force. Acknowledged for its social contributions as well, Micro Labs Limited is regarded as a leader in Environmental Protection and Social Initiatives of the corporate world in India. Further, its contributions in the areas of education and health are remarkable and commendable. An organization with a vision to serve society aspires to be the leader of premium pharmaceutical products and assures of the quality and affordability of the pharmaceutical services it provides.

With offices in ten countries across the globe, including US, UK, Germany, Thailand, Russia, Vietnam and Ukraine and manufacturing units approved by US FDA, UK MHRA, Indonesia DOH, TGA Australia, MEDSAFE New Zealand, HEALTH Canada and MCC South Africa, Micro Labs Limited is the 14th most prescribed (SMSRC Mar'15) and 19th most sold brand (AWACS May MAT'15), providing dedicated therapeutic services in the field of Cardiology, Diabetology, Pain management, Dermatology, Veterinary, Neurology, etc.

Amongst all the highly prescribed brands of Micro Labs Limited, Dolo is a proud achiever and a multiple-award winning brand mostly prescribed for fever management. As the tagline suggests Dolo 650, Paracetamol (acetaminophen) tablets provide extra strength for faster and longer action.

To stay at the top, Dolo 650 follows 7 critical factors for success:

- **Delivery of Promises:** Taking care of the customer needs, Dolo 650 came up with solution to manage the problem of right strength of Paracetamol which can manage both high and low grade fever.

- **Quality of the Product:** With consistent quality based services, Dolo 650 has zero complaints which highlights the efficacy of the brand.
- **Understanding Customer (Doctor):** Exhaustive customer survey on Dolo-650, across India was conducted by Oxygen Healthcare, which conclusively showed that Dolo-650 enjoyed tremendous brand equity among doctors.
- **Scientific Thrust:** Under the aegis of Fever Research Academy (FRA), an observational study of 10,000 patients was conducted where the results clearly demonstrated the superiority of Dolo-650 over other strengths of Paracetamol. The outcome of the trial was shared through a well compiled book 'Observational Study on Efficacy and Safety of Paracetamol 650mg'-that was distributed to 50,000 customers (Doctors). Apart from the clinical trial, Dolo-650 has been the ambassador to update doctors on fever regularly through books like:
 - Fever-A Practical Guide
 - Guidelines on Dosage of Paracetamol In Children
 - Handbook for Clinical Management Of Dengue
- **Marketing Strategies:** A successful team effort in creating and maintaining high level passion for the brand and an excellent understanding of the market and life cycle of the product has enabled to infuse the right marketing elements.
- **Field Force:** A passionate team of medical representatives and managers at the ground have consistently ensured implementation of strategies in creating a high prescription base for the brand.
- **Manufacturing & Distribution:** With latest automated machinery to produce high quality end product and high output, availability of the product across the nation has been well managed by an excellent distribution network.

The values associated with customer centric, high quality, knowledge sharing based, reliable and distinct end product are those core values which propel the brand to be at the top position in the market. These values help the brand to connect with the target market by providing solutions to fever associated with new infections like Dengue and H1N1. The concept to provide an extra strength Paracetamol in the market has been widely accepted as it helps in faster temperature drop and remains effective for a longer period of time. These characteristics have made Dolo the first brand of Micro Labs to enter the INR 100 Cr club, 6th most prescribed brand in IPM (Source: SMSRC), and with efficient network of distribution it has been awarded the best managed brand in 2010, 2013, 2014. Dolo 650 is the most prescribed and sold Paracetamol, solid dosage form in the country. Statistics related to the sales are clear indicators of acceptance of the end product in the market. And as the study says, today Dolo is not just a brand; it's a way of life.



HIGHLIGHTS

Micro Labs and its associate companies is a multi-faceted organization with an annual turnover of INR 2500 crore,

The company today has 19 marketing divisions catering to leading therapeutic segments such as Cardiology, Diabetology, Pain management, Dermatology, Veterinary, Neurology, etc.

2014: 'Brand of the Year' (Gold for Brand Dolo, and Bronze for Amlong) 'Quality Excellence Silver Award'.





Micromax Informatics Limited is the leading consumer electronics company in India and the 10th largest mobile phone player in the world. This Gurgaon-based handset mobile manufacturer, started its operation as an embedded software design firm by Rajesh Agarwal, who was later joined by Sumit Arora, Rahul Sharma and Vikas Jain. They entered the mobile phone arena and started manufacturing mobile phones in 2008 and launched their first product - Xii. In just four years, Micromax has become the leading electronics brand in the Indian mobile industry.



HIGHLIGHTS

The 2nd largest mobile handset manufacturer in India is also the 10th largest in the world.

Micromax sells around 2.3 million Mobility Devices every month, with a presence in more than 560 districts through 1, 25,000 retail outlets in India.

With sales presence across India and global presence in Russia and SAARC markets, the Indian brand is reaching out to the global frontier, with innovative products that challenge the status quo.



Offering affordable innovation

In the burgeoning handset market of India, where 10-12 million subscribers are added every month, Micromax has replaced ousted Samsung to become the number one player in the smartphone ambit. Currently holding a market share of 22 per cent, Micromax sells approximately seven lakh to one million phones every month. It emerged as the 10th largest handset manufacturer in the world. It has set up 23 domestic offices to cater to the domestic markets needs, and international offices in Hong Kong, Dubai, and Nepal to cater to overseas markets.

When it comes to innovation in the mobile handset industry, Micromax has many firsts to its credit. It was the first to introduce a dual SIM handset, a handset with a thirty-day battery life, a qwerty keypad handset, to name a few. It also became known for its Swarovski crystal-laden phones and a vanity mirror. Micromax has created a name for itself with a slew of innovative products, a result of an exhaustive R&D team.

EXPERIENCE THE SPEED OF OCTACORE

Faster than your thoughts, the Canvas Knight is powered by a superfast 2GHz Tri-Octacore processor, seen for the first time in Nepal. Equipped with a 16MP rear camera with OmniVision's CameraChip™ sensor and a new generation M8 Irgan lens, it lets you capture high resolution images in rapid succession. Dive into an amazing world of colours and HD entertainment on the 12.7cm Full HD IPS screen which has a stunning 1920*1080 resolution and a dense 440ppi. So go ahead, make a style statement with its champagne gold rim and the durable rear panel with an elegant glass finish.



Massive distribution network

Micromax's massive distribution set up consists of super stockists, distributors and retailers. The brand today has 34 super-stockists, 450 distributors, and 55,000 retailers and is selling more than a million units a month. It has also set up 150 exclusive stores called experience zones for the urban market. Its products are also available in all leading mobile stores like Croma, Ezone, Reliance Webworld, Next and Planet M to name a few. To further increase its presence, it is partnering with telecom operators like Aircel. Not restricting itself to India, Micromax also sells its products in Bangladesh, Nepal, Sri Lanka, Maldives, UAE, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Afghanistan and Brazil. It also plans to enter the African markets. This helps the company achieve economy of scale and keep operational costs low; thus achieving its objective of providing essentially value for money (VFM) products.

Connecting with its customers

Micromax has never left any stone unturned to connect with its customers. For this, it identified three areas – sports, movies and music. It took up the title sponsorship of the entire cricketing season from May 2010; the title sponsorship of One Day Cricket (ODI) series, which is a rage for all ages and all regions of India, the T-20 series and the Asia cup-2010 Test Series. It made Akshay Kumar its brand ambassador, and for music it focused on GIMA and MTV. Micromax roped in Hollywood star Hugh Jackman as its brand ambassador for the overseas market, thus becoming the first Indian mobile operator to have roped in a Hollywood A-lister.



Since 1973, the trusted Nahar Group has built 15 million sq. ft. of prime real-estate landmarks that are both luxurious, yet sustainable.

For over 4 decades, this premier developer is indeed a name to reckon with. Piloted by the visionary leadership of Mr. Sukhraj Nahar, Chairman & Managing Director and Ms. Manju Yagnik, Vice Chairperson, **Nahar Group have been recognized for its quality, reliability and professional approach.**

Nahar Group has its core business in real estate. Since its inception they are expanding exponentially at around 1 million sq. ft. per annum, with proficiency in integrated townships, lifestyle residences and industrial space. The group has also left an impression in the field of education, healthcare and retail.

Embarking Footprints

Nahar's Amrit Shakti is the flagship project of Nahar Group at Chandivali in Mumbai. It has over 40 high rises which extends across 125 acres of lush green landscape. One has the choice of 2, 3 & 4 bedroom luxurious residences and Villaments within the township. The residences are embellished with terrace space, personal deck area and even private gardens. The grand layout overlooks 500,000 sq. ft. of vehicle-free podium garden which is one of the largest in the country. There are 15 villas in Nahar's Amrit Shakti thematically designed as Bali, Contemporary and Vintage and complete with interiors of international standards to offer an affluent lifestyle. The township also houses a Jain temple and a contemporary Business Centre to facilitate all the office requirements for the residents wishing to conduct business closer to home. With a number of on-going and future projects in the horizon, the group has a bright time to look forward to.

In education, Nahar International School, affiliated to Cambridge School Network, is a venture of the Sukhraj B. Nahar Charitable Trust headed by Mr Sukhraj Nahar. It was launched with the sole purpose of providing a unique platform for a combination of academics, extracurricular activities to foster co-operative learning, stimulating critical thinking and a commitment to excellence. It offers the CIE Curriculum (IGCSE) that leads students to achieve success in higher education as well as in their personality development. Creating an environment that reflects secularism and respects religious diversity is core to the Nahar School ethos. The school has complete infrastructure including modern workshops, German-designed science labs by

” Nahar Group have been recognized for its quality, reliability and professional approach. “



Actual Pictures of interiors of Villament



Waldner, iMac computer studios, a vast digitized library, spacious conference rooms and a large turf-base playground.

In healthcare, Nahar Medical Centre is the brainchild of Architect and Developer Mr Ajay Nahar. The project is not just architecturally conceptualized and executed by him, but he has played a pivotal role in designing the business model, which ensured a successful venture. The medical centre has a modern and people-friendly environment and was established with a view of adding to the holistic lifestyle of the residents in the vicinity.

The facilities include ENT, Mammography, Bone Mineral Densitometry, Dental Treatment, Ophthalmology, Gynaecology & Obstetrics, ECG & 2D Echo, Advanced Pathology & Microbiology, Ultrasonography amongst many other facilities.

The Mission to Build the Vision

The motto is 'To Build a Better Future Together'. The dedication to build a better future for one and all, in sync with nature, consistently and sustainably, is the principle followed by Nahar group. They draw inspiration from nature by adapting its law of abundance and ensure providence to all who seek comfort, luxury and quality under one roof **called home**. Their mission is to deliver structures at prime locations that spell aesthetics, technology, strength and most importantly, the desire to be one with nature.

Excellence in Innovation and Acclamation

Some of the most successful marketing ideas in the Indian real estate sector came from Nahar Group. The group has structured a

few eye-catching schemes for future owners; like the '20-80 Home Loan' with a Leading Financial Institution, where a buyer has to pay 20 per cent of the total cost while booking and the remaining 80 per cent at the time of possession. Without the pre-EMI interest, a future home-owner could realize the dream of owning a house by paying just a part of the cost. Similarly, they have the '10-90 for Ready Homes', and the '30-70 Home Loan Scheme' with leading Financial Institution, where the future homeowners are required to pay 30 per cent of the cost of an apartment at the time of booking and commence paying the remaining 70 per cent, in EMIs, only after possession. These schemes proved to be favourites amongst the future home-owners, investors and NRIs globally. Furthermore, the group believes in community and green living in the true sense and makes a difference in peoples' lives. No wonder, this vision lead to the development of the 500,000 sq. ft. of a vehicle-free podium garden in the Nahar's Amrit Shakti Township. Being 'vehicle free', has helped the children immensely to have uninterrupted playtime and ensured parents' peace of mind in the process. They are now further adding around 50,000 sq. ft. of a club house amenities, making it a hub for extra-curricular and sports activities.

Under the able leadership of Mr. Sukhraj Nahar and Ms. Manju Yagnik, the group has earned accolades for their expertise, management practices and corporate social responsibilities. These prestigious accolades include the 'Township Award' at Pan-India level instituted by Times Glory, 'Award for the Best Garden and Greenery' by Municipal Corporation of Greater Mumbai, 'Corporate Governance and Business Excellence' Award by Star Report, 'Excellence in Innovative Marketing' Award from MCHI, 'Project of the Year' Award, the coveted 'Woman Entrepreneur of the Year' award, 'Female Real Estate Professional' of the year, 'Women Super Achiever's' Award in the Real Estate Sector by ABP News and the Best Developer in 'Residential Infrastructure by Construction Source India'. Nahar Group has also been honoured with the Economic Times 'Best Realty Brand 2015' award and has been recognized by HDFC for building a better future.



”

HIGHLIGHTS

The largest and the most premium film entertainment company and is listed as India's Most Trusted and Most Attractive brand consecutively for three years since 2013 in the Category of Entertainment and Display.

2015: 'India's Most Trusted Brand' – The Brand Trust Report. 'Best Cinema Chain' – National Business World.

2014: 'Retailer of the Year – Entertainment' 5 years in a row.

“

PVR Cinemas is the largest and the most admired multiplex chain in India. A journey which started twenty years back with a single property in New Delhi has placed PVR amongst the top 10 cinema exhibition companies in the world today.

Through innovation, the multiplex chain has not only set new standards for itself, but for the entire exhibitions industry, thus culminating in an effort which revolutionized the way entertainment is consumed in India. PVR cinemas, is the largest and the most premium film entertainment company in the country has been listed as India's Most Trusted and Most Attractive brand consecutively for three years since 2013 in the Category of Entertainment and Display.

Excellence through innovation

Keeping innovation at the core, PVR not only brings the best of the technology to its customers but also enhances the overall experience with world class architecture, infrastructure at the best of locations in the city. The multiplex chain acknowledges the fact that movie watching nothing less than a passion for billions of Indians. PVR stands apart from its counterparts by striving to cultivate this passion together with its customers by having something to offer to everyone. It lives by its promise of catering to every patron's need through its various cinema formats varying from PVR Talkies to PVR Director's Cut.

As the company continues to grow, it strives to excel in the minds of its patrons by bringing the latest technology, the most sought after content, world class ambience and scrumptious F&B services. Being a consumer company, its dedicated team takes immense pride in providing a complete user experience.

A unique cinematic experience

The company's focused vision is its commitment to provide the highest quality of cinema viewing experience in the country while constantly engaging with their customers and redefining cinema viewing in India. The ability to reinvent, to innovate and to challenge itself is a testimony to the revolution that PVR has brought in the cinema exhibition industry. As innovators in the realm of cinema, its philosophy has always been to push the envelope and come up with unique cinematic experiences for its audience. The multiplex chain has been working meticulously to collaborate within its departments and with other partners to give the best and most comfortable movie watching experience to its patrons.

Presently standing at a count of 491 screens across 109 properties in 44 cities, the company aspires to surpass 1000 screens by 2018 pan India, with an equal penetration in the tier II and tier III markets.

Subsidiaries and ventures

Since its inception in 1997, the brand has redefined the way people watch movies in India. Serving 70 million patrons at PAN India level, the company acquired Cinemax in 2012. PVR Ltd, the integrated 'film and retail brand' has PVR Cinemas as its major subsidiary and PVR Leisure and PVR Pictures, the other subsidiaries. PVR Leisure focuses on rolling out F&B and retail entertainment concepts and is one of a kind venture. Apart from this, 'PVR BluO' is the largest bowling chain in India comprising of 135 cosmic bowling lanes which spreads across 6 centers. With this, PVR Leisure's first casual dining concept 'Mistral' is another venture that offers patrons a high quality food indulgence experience. Adding to the portfolio, PVR Pictures has been a prolific distributor of non-studio/ independent international films in India for many years. It is the Leading independent distribution company in India which has got a pan-India distribution network.

Today, PVR is the largest and the most premium film entertainment company in India. It is listed as India's Most Trusted Company in the Brand Trust Report consecutively since the past three years in the Category of Entertainment and Display. PVR believes that although "Achievements bring accolades, but nothing matches being in the hearts of our 70 million patrons."

PVR's journey from a single screen to 500 screens has been a stupendous one. With 60 million patrons, 491 screens and 109 properties spread over 44 cities, the brand has made a place in the hearts of billions of Indians.





From having built elegant residential homes to quality commercial and retail spaces, along with an upcoming 5-star hotel and a dream resort, Rajesh LifeSpaces reserves the title of being one of the leading realty developers across Mumbai

Over the past 50 years the company has crafted affordable and premium housing that is spread over 8 million sq. ft. in the western and central suburbs of Mumbai. They stand out from other developers and are the preferred choice for spacious homes.

The ideology stems from their legacy, ability and experience which is further crafted by timeless principles, complemented by adherence to business ethics.



Artist's Impression of Clubhouse



Actual Image of White City, Kandivali

HIGHLIGHTS

The brand prioritizes communication at regular intervals with all stakeholders and also provides for financial offers allowing the discerning consumer a better opportunity to fulfill their needs.

Rajesh LifeSpaces pays close attention to delivering quality standards as newer technologies are introduced while laying emphasis on environment friendly structures for a healthier quality of life.

Rajesh Lifespaces stands out amongst all the developers and is preferred by customers for its more spacious homes and value for money services as well as being price effective, all projects provide plethora of options accros needs and aspirations.



Artist's Impression of White City

Crafting Spaces & Creating Legacies

Crafting Spaces and Creating Legacies are the core values which drive the company. In actuality, as clearly marked on their company website – "It is in fact the summation of all that we stand for and more". Their projects are replete with benefits which ensure that the house becomes a home for its customers from the time they move in. Large open spaces with panoramic views of the city, ease of access to educational institutes and leisure activities are some of the things kept in mind when acquiring, planning and designing the homes. Not only does the feeling of a being a proud owner of a home elevate one to a new chapter in their lives, but every Rajesh LifeSpaces home adds to the experience of owning one. This aspect highlights their brand value proposition in the market.

The Building Blocks of Success

The factor that makes Rajesh LifeSpaces successful and preferred in the market, is their expertise in identifying micro markets and building landmark projects with ease of access to social infrastructure within a reachable radius. Their projects are mainly focused on providing a convenient location with connectivity to public transport, retail spaces, and entertainment centers alike, which proves to be advantageous for homeowners and investors. Additionally, being able to proficiently outline and ramify the bare minimum expectations of the buyers based on their lifestyle aspirations. Thereby establishing trust in their

customers by constructing projects that cater to their requirements. The amenities stand apart from competition and are customer-centric that provide conveniences that please every need, want and demand of the buyers and investors. Moreover, the use of newer technological advances is introduced along with delivering high quality standards with emphasis on environmental factors for healthier living.

Over the years the company has prioritized communication at regular intervals with all stakeholders and also provided for financial offerings allowing discerning customers with better opportunities to fulfill a dream to own a home.

Envisioning Value

Rajesh LifeSpaces takes pride in crafting spaces. It is an omnipresent process that remains invisible yet making its presence felt in the foundation, the cornerstones and the address of each of its creations that makes these spaces so extraordinary.

The brand's delivery has remained consistent since the last 50 years which is a summation of all that it stands for and more. The other unique feature of the company is that all of its completed as well as upcoming projects are conveniently located. Right from educational institutes, hospitals, shopping, dining, etc are all at a minimum distance. Even the banks prefer working with an established brand which minimizes their risk due to their brand reputation in the market.

Crafted by principles and led by a spirit of integrity, Rajesh LifeSpaces has managed to stand the test of time and become a legacy of the future.



Raj Grandeur – Adding a new Dimension to the way of Living

Raj Grandeur has been conceptualized and developed by Rajesh LifeSpaces, one of the leading realty developers of Mumbai. It overlooks two prominent lakes of Powai and Vihar. The integrated compound comprises, two multi-storied wings, poised to further develop the ever evolving Mumbai skyline. The project aims to implement stellar leaps in lifestyles with provision of modern facilities and infrastructure amidst flourishing greenery. Raj Grandeur, offers 3 and 4 BHK apartments for families on the lookout for spacious homes. This project exemplifies a familial lifestyle switch in the real estate industry.

Raj Grandeur is spread across 6.25 acres offering two 30-storey towers with 164 residences that resemble splendid mansions befitting diverse lifestyles. They boast a perfect match of form and functionality. Elegant wooden flooring in the master bedroom, a double heightened air conditioned entrance lobby and 5 levels of parking space elevate the value of the neighborhood. The group's effortless use of technology blended with creativity, promises a life that is high on luxury. The residential spaces portray a hint of bold but elegant designs.

Around 45,000 sq. ft. of recreational area, consists of a lavish clubhouse, an equipped gymnasium, a contemporarily designed pristine pool, a

Jacuzzi, a Sauna, yoga and meditation area, a mini-amphitheater for cultural fulfillment, a festive area for vibrant social gatherings, a coffee lounge, a versatile barbecue backyard and a beautifully landscaped garden with a children's play area.

Abundant spaces, unhindered views of the city skyline and panoramic views of the lakes, bear testament to the meticulous design of every home, fulfilling a homeowner's dream of wholesome living. Due importance to the requirements of all age groups is a given, while the features reflect the magnitude of planning that went into developing such a marvel.

Based on the current growth, the future of the company looks bright, as it also guarantees a substantial improvement in the experience that customers have when transacting with them. Having maintained a respectful reputation on the residential & commercial project front, the company has forayed into hospitality spaces, such as hotels, resorts and more. The 'buying a second home' phenomenon has gained momentum at this time too and they plan to promote the same and provide their clientele with insightful options in the future.





MODERN KITCHEN SOLUTIONS

Pigeon's wide range of ultra-modern kitchen appliances is made to make the kitchen truly special.

Being a pioneer in superior kitchen solutions in India, we strive to make every product meet the discerning needs of the consumer. With Pigeon products at home, the circle of happiness is complete and guaranteed.

Pigeon was launched in the year 2001 with the vision of producing high quality kitchen appliances that are driven by innovation, seamlessly blending sophistication and aesthetics with technology and, turning even dull household chores in the kitchen a pleasurable experience.

Our diverse portfolio of product categories includes Pressure Cookers, Nonstick Cookware, Gas and Induction Cooktops, Mixer Grinders, Chimneys, Hobs and Electric Appliances among others.

Pigeon's presence is currently spread across the 29 states of India and exports to 12 countries, with a strong dealer network of 10000+ retail outlets. Being one of India's Most Admired Brands, one Pigeon product is sold every six seconds.

It is the flagship brand of Stovekraft Pvt. Ltd., the largest private limited company in the Indian kitchen appliances industry. The company has the single largest manufacturing facility for kitchen appliances in the country in Bangalore and another manufacturing unit in Baddi, Himachal Pradesh. As an organization, we are committed to individual safety as well as social welfare.

It is our constant endeavor to enhance customer delight.



PIGEON ALL-IN-ONE SUPER COOKER



A Super Cooker that amazes you with the things it can do.

Pigeon is proud to present a technological marvel that will forever change the way you evaluate your next pressure cooker purchase.

It's a pressure cooker. It's a strainer. It's a serving bowl. And that's not all; this 'handi' shaped super cooker comes with a special non-stick coating. Add to that an induction base, making it compatible with gas-stoves as well as Induction Cook-tops. The revolutionary, new cookware that will make most of your other cookware in the kitchen redundant.

- Pressure cooking lid – Made from food grade stainless steel, it is high on durability, safety and décor.
- Strainer lid – The trouble of straining excess liquid is over. Just put on the strainer lid and that's it.
- Serving lid – The transparent lid made of toughened glass complements the fabulous body and helps you serve your food in style
- Nonstick 'handi' – Made from virgin aluminium. The inner nonstick coating of 'handi' is scratch resistant and metal spoon friendly.
- Induction base – With the base being induction compatible, you can continue making your favorite dish even when you run out of gas

PRODUCT VARIANTS

The product comes with three different variant.

- All In One Super Cooker-Hard Anodised
- All In One Super Cooker-Ceramic Red
- All In One Super Cooker-Ceramic Yellow

It comes in two sizes 3L & 5L in all three variant stated above.



- Beautiful and durable Hard-Anodized Surface
- Hard-Anodized Surface makes it non-toxic, non-staining & non-reactive with food
- Compatible with induction and LPG cook tops
- Ergonomic user friendly durable Bakelite handle



- Beautiful and durable ceramic coated interior surface
- Compatible with induction and LPG cook tops
- Resistance to bacteria formation
- Ergonomic user friendly durable Bakelite handle



It can do anything





HIGHLIGHTS

The company has sold 150 million watches world over and manufactures over 15 million watches every year.

With over 1200 exclusive retail stores across a carpet area of over 1.6 million sq. ft. Titan Company has India's largest retail network spanning over 220 towns. The company has over 400 exclusive 'World of Titan' showrooms and over 150 Fastrack stores. It also has a large network of over 740 after-sales-service centres.

Backed by over 7,000 employees, two exclusive design studios for watches and jewellery, 12 manufacturing units, and innumerable admirers' world over.

Titan Company Ltd is an Indian designer and manufacturer of watches, jewellery, precision engineering components and other accessories, including sunglasses, wallets, bags, belts, fragrances and helmets. It is a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation, and was established in 1984. The company produces India's largest range of personal accessories — watches, jewellery, sunglasses and prescription eyewear.

Titan formed a joint venture with Timex Group, which lasted until 1998 to set up a distribution network across India. Headquartered in Bengaluru, India, the company has manufacturing and assembly operations at Hosur, Dehradun, Roorkee, Pantnagar and Chikkaballapur, and an electronics component manufacturing plant in Goa.

Reshaping the Indian watch market

The company brought about a paradigm shift in the Indian watch market, offering quartz technology with international styling, manufactured in a state-of-the-art factory at Hosur, Tamil Nadu. In 1995, the company diversified into jewellery under the brand Tanishq to capitalise on a fragmented market operating with no brands in urban cities. In 2005, the company launched its second jewellery brand, Gold Plus, to capitalise on opportunities in small towns and rural India. The company has also made its foray into eyewear, launching Fastrack eyewear and sunglasses, as well as prescription eyewear.

The four main watch brands include Titan for the mid-premium segment, Fastrack focused on the youth and trendy fashion space, Sonata for the mass market and Xyllys for the premium market. The Titan brand architecture comprises of several sub-brands, each of which is a market leader in own space. Notable among them are Titan Edge, Titan Raga, Nebula and other collections such as Zoop, Orion, Purple, Obaku, Automatic, Tycoon, Bandhan, Octane and the HTSE series.

'Creating elevating experiences'

The company manufactures over 15 million watches per annum and has a customer base of over 100 million. Today, the Titan portfolio has over 60 percent of the domestic market share in the organised watch

market. Watches are sold through exclusive 'World of Titan' showrooms and at 12,000 multi-brand outlets in more than 2,500 cities in India and internationally in over 32 countries, primarily in the Middle-East, Asia Pacific and Africa. Its after-sales-service is itself a benchmarked operation with modern service centres offering some of the fastest turnaround times in the world. The company has a world-class design studio for designing watches and accessories.

Helios, India's multi-brand watch retailer, offers an unmatched range of the latest designs across 30 international brands in addition to Titan brands. When it comes to jewellery, Tanishq offers a premium range of gold jewellery studded with diamonds and precious, semi-precious stones along with dazzling platinum jewellery.

Zoya offers premium studded jewellery catering to the needs of the elite. Thus, Titan manufactures jewellery and sells it through three types of stores based on the segment of the society they target at - Tanishq, Zoya and Goldplus. Moreover, Titan Eye+ offers a variety of differentiated products to the end consumer consisting of frames, lenses, contact lenses and accessories.

Precision engineering

Titan has also made a mark in the field of precision engineering. Precision Engineering Division of Titan was started in 2002 to manufacture parts for automotive and aerospace Industries. The product range includes pointers, dashboard clusters like fuel gauge, temperature gauge, gear shift indicators, clocks, injection molded plastic parts, electromechanical assemblies for automobiles and press tool, molds, jigs, fixtures for other industries.



India's
Most Admired
Leaders



Rahul Sharma

Co-founder and CEO - Micromax Informatics Limited

Rahul Sharma is the man of the moment. Micromax has just dethroned Samsung as the market leader, emerging as the reigning champion of smartphones in India. Rahul is a very stylish man, with a penchant for fancy cars and Formula One. Son of a school principal, he has come a long way to establish himself as one of the admired leaders on new India.

Rahul's story is straightforward. He is an epitome of what can happen if you believe in your dreams and then work towards achieving it. Today, as Micromax rules India, he has already moved on to launch his new brainchild - Yu Mobile, which is a completely different company, as he puts it, but a 100 per cent subsidiary of Micromax.

Rahul is the face of Micromax. He has been instrumental in giving the brand a fillip through out-of-the-box marketing strategies. Through him, the brand has made a name for itself by associating itself with cricket. Big budget cricket deals, in the form of tournament sponsor, has yielded big gains for Micromax. Once trodden and conquered, he quickly moved his focus towards music, something that is really close to his heart. The move again create a furore in the market, taking Micromax to dizzying heights as a brand.

Rahul is definitely a young visionary. He dreams big and works even harder to make things happen.



Mayank Soni

Managing Director – MBj Group

A fearless jubilant leader in his own right, Mr. Mayank Soni, Managing Director - MBj Group does not stop at anything and certainly does not believe in setbacks, aims for the zenith and settles for nothing but the best.

“Born in Kolkata, raised in New Delhi, Mayank hails from a traditional family set up instilled with strong values and beliefs. He has been in the jewellery business for 16 years now, a business which has been flourishing for seven generations. Mayank has been instrumental in taking this brand to new levels of success paving a way for his other 4 brothers, fellow Directors of MBj Group.”

Having completed his graduation in commerce, he went on doing graduation in gems and diamonds from GIA and Jewellery production course from Metallo Nobile, Italy.

An immensely well-travelled and well-read entrepreneur, Mayank has carefully studied and analyzed different

markets, market trends, consumer behavior and practices among other things and tried to gain an understanding of the Jewellery Industry at large. At MBj, Mayank is deeply involved in the creative, branding and marketing areas.

To this day, art and craftsmanship are the guiding lights for the MBj brand, influencing its conception and aesthetics. Versatile yet contemporary, the brand forte lies in designing meticulously crafted, majestic heirloom jewellery that is heavily influenced by historical and cultural legacies. Having set a benchmark in luxury retail, the brand has evolved to being recognized as a leading jewellery brand with international acclaim.

A doting father, a loving husband, an obedient son, an enormously caring and affectionate brother are some of the qualities that compliments and completes the man, Mr. Mayank Soni.



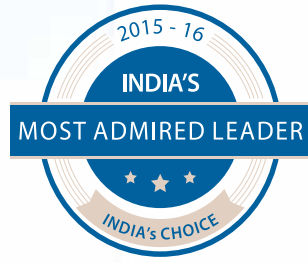
Roshni Nadar Malhotra

Executive Director and CEO - HCL

Roshni Nadar Malhotra earned an undergraduate degree from Northwestern University, majoring in communication, with a focus on radio television and film. She worked for a brief period in the media and communications sector. She has experience working as news producer at Sky News UK and CNN America. Roshni later earned a masters in business administration from the Kellogg Graduate School of Management, specializing in social enterprise, management and strategy. At Kellogg, she was felicitated the Dean's Distinguished Service Award.

At HCL Roshni's major responsibility revolves around making strategic decisions regarding the overall direction of the company, including the key areas of determining its governance structures, treasury, risk and portfolio management. She also handles diversification plans of HCL. Apart from HCL, her major concern is running the Shiv Nadar Foundation. The foundation has been responsible for the formation of SSN Institutions in Chennai, Shiv Nadar University in NCR, VidyaGyan Schools in Uttar Pradesh, Shiv Nadar Schools and the iconic Kiran Nadar Museum of Art.

Roshni appears to be in no immediate hurry to get roped into the core business of the group and its day-to-day operations. Philanthropy is at the top of her priorities at present. She was involved in a joint initiative with the Rajiv Gandhi Foundation to promote education of dalit and Muslim girls in the backward districts of Uttar Pradesh. While the Foundation itself has invested INR 1,801 crore (as of March 2013), it aims at committing another INR 3,000 crore in the next five years. This is exclusive of the Nadar family's target of investing a sum of INR 6,000 crore in various philanthropic initiatives under the Shiv Nadar Foundation.



Sukhraj B. Nahar
Chairman & Managing Director, Nahar Group

Mr. Sukhraj B. Nahar is a visionary and pioneer in creating the concept of township residences that offer a holistic way of living. For over four decades, his vision has led the Group to be a premier real estate developer which is recognized for its quality products, reliable delivery and professional approach. Under his able leadership and guidance, the Group has earned numerous awards and accolades for its expertise in management practices and corporate social responsibilities. It was with persistence and determination that Mr. Nahar developed strategies to accomplish his vision into reality by creating over 15 million square feet of high class residential and state-of-the-art commercial and industrial projects in Mumbai, Pune, Chennai, Rajasthan and other parts of the country over the last 40 years.



Manju Yagnik
Vice Chairperson, Nahar Group

Ms. Yagnik has been associated with the group for over two decades. She has been pivotal in playing a leading role in envisioning and formulating the Group's strategies. Her vision and business acumen has brought about the metamorphosis of the Group into 100 professionals leading sustainability and growth. Following the company's ethos, the Group has been able to develop impeccable residential, commercial and industrial properties that have proven to exceed expectations. She has been personally involved in every planning, land acquisition, construction, landscaping, marketing, vendor negotiations right up to community building initiatives for all projects. Her core expertise lies in product development and marketing strategies. Her dynamism reflects in process-oriented approach and the flexibility in project planning by leveraging her understanding of the changing market scenarios.



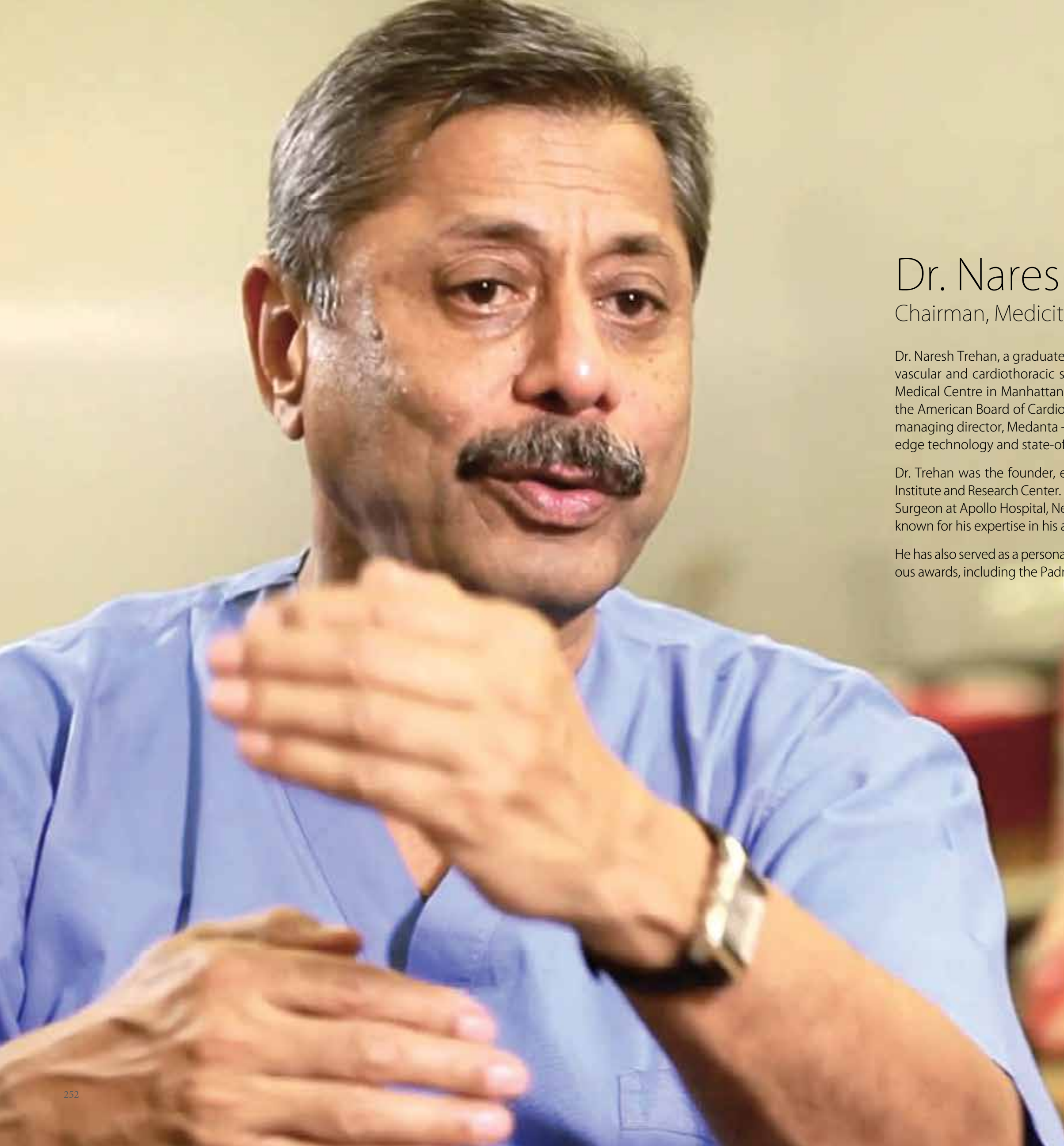
Aditya Ghosh

President - IndiGo

Aditya Ghosh, the man who leads IndiGo, has been described as “an aberration of sorts in a high-visibility business and a case study for corporate chiefs not thrilled by the spotlight”. Aditya was inducted to the board of directors of IndiGo as its president on May 30, 2007, with responsibilities to head all operations and management. Since then, he has masterfully turned the airline into the most profitable and fastest growing low cost carrier in the world, adding a new aircraft every three weeks.

Aditya has been featured in Fortune's Global 40 Under 40 Series¹ for 2012 as one of the hottest young stars in business globally, and has been ranked 27th in a list that includes names like Mark Zuckerberg of Facebook, Larry Page and Sergey Brin of Google, Marissa Mayer of Yahoo and many others. Aditya has also been recognized for "Low-Cost Leadership" at the 10th Airline Strategy Awards in London in 2011, the "Young Business Leader of the Year 2011" at the NDTV Profit Business Leadership Awards and was also identified as one of "Hottest Young Executive" in India by the Business Today magazine in 2011.

Under his astound leadership, IndiGo is India's largest airline by market share and has been recognized as the Best Low Cost Airline in India in every year of its operations. IndiGo has also been awarded as the Best Low Cost Airline in India and Central Asia at the Skytrax World Airline Awards both in 2011 and 2012.



Dr. Naresh Trehan

Chairman, Medicity

Dr. Naresh Trehan, a graduate from King George Medical College, is a very well-renowned cardiovascular and cardiothoracic surgeon, who trained and later worked at the New York University Medical Centre in Manhattan, USA. He is also recognized by the American Board of Surgery and the American Board of Cardiothoracic Surgery. He is particularly known for being the chairman & managing director, Medanta - the Medicity, a multi super-speciality institute, which offers cutting-edge technology and state-of-the-art treatment facilities at affordable cost.

Dr. Trehan was the founder, executive director and chief cardiovascular surgeon of Escorts Heart Institute and Research Center. Prior to being at Medanta, he was a senior cardiovascular and thoracic Surgeon at Apollo Hospital, New Delhi. He is a very famous personality in the medical world, mainly known for his expertise in his area. He has more than 350 scientific publications to his credit.

He has also served as a personal surgeon to the President of India since 1991 and has received numerous awards, including the Padma Shri, Padma Bhushan and Lal Bahadur Shastri National Award.



From left to right : Rajesh R. Patel, Harish R. Patel



Harish R. Patel

Vice Chairman

Rajesh R. Patel

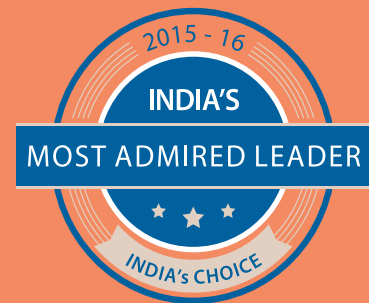
Managing Director

Even in a world dominated by a fierce competitive spirit, economic gains have never overshadowed their integrity. The company has developed many real estate projects, which are identified in the market for their impeccable quality and sustainability. Since the initiation of the first project, the company has maintained high quality, which has, inevitably, earned them the invaluable trust of their customers over the years. The cornerstone of all their endeavours remains their strong core values, work ethic and undivided commitment towards work.

The present Vice Chairman, Harish R. Patel, is a veteran who knows the nuances of the real estate industry and has a firm grasp of the ever changing consumer mind-set. His acumen spans over three decades with networking skills at par excellence with a hands-on role in the industry. He had identified the fact that Mumbai had an increase in migration of people from various parts of the country, and so the demand for housing and improved infrastructure thereby opened new markets for developers. Identifying this aspect, about the increased pressure on the city for affordable housing in 60s, he said, "It was then the company decided to enter into the residential sector. The decision to enter the industry was a conscious one. A conscious, an informed decision is always the best decision.

Rajesh R. Patel, Managing Director, is a thought-leader who lays emphasis on 'speak less, do more' and lives by this credo. He handles the company's activities spread across several spheres. His acumen is ever present in the areas of planning, development, and finance. He has a value-based approach that makes him logical and analytical part of the company. Rajesh highlights the key milestones of the company and according to him, each and every one of them is important for learning and development of the group, "Our first milestone was achieving the '50 complete projects' tag, which substantiated that we were on the right path and had taken all the requisite steps to build customer confidence in our brand. This was closely followed by the completion of 100 projects, which again demonstrated our commitment to our principles."

Today, the leadership team is proud of the fact that they are recognised for various landmarks across the length and breadth of Mumbai. Over the last five decades, they have developed a strong foothold across the city and are well-known for their well-designed, high-quality and innovative 'life-spaces'.



Pradeep Patil

Mould making and Casting engineer

Vipul Shah

Electronic power supply or Driver making

Irfan Merchant

PCB designing, Sourcing and Production

Joseph Pitchairaj

Sales and Marketing

Joseph James

Overall management and Marketing

Firefly LED's inception was in the year 2013 with five directors as equal partners. The greatness of these directors is their unique knowledge and experience in the areas of manufacturing and marketing of LED products. These five eminent leaders are Mr. Pradeep Patil – Mould making and Casting engineer, Mr. Vipul Shah – Electronic power supply or Driver making, Mr. Irfan Merchant - PCB designing, Sourcing and Production, Mr. Joseph Pitchairaj – Sales and Marketing and Mr. Joseph James – Overall management and Marketing.

The inception of the company came about with the synchronization of these five leaders in their respective fields of experience in manufacturing and marketing of LEDs and their accessories. The team work and cohesiveness has been exceptional and their futuristic vision and outlook are all on the same page. This has been witnessed in their efforts to improve quality, launch uniquely new products thereby meeting what the market demands. The directors believe in creating the brand in-house from the ground up, that is to say no outside investors are involved with the company. Even the number of employee strength has grown from 20 to 250, along with the turnover, in a span of two years with their flagship brand 'COSMO' LED lights.

They are confident of taking the business of the company to greater heights not only in India, but also in Foshan (China), Dubai & Johannesburg (Middle East & Africa), Jakarta (South East Asia), Istanbul (Europe), Mexico and Russia.



Yogesh Lakhani

CMD, Bright Outdoor Media

Yogesh Lakhani is understood to be the epitome of rags to riches story of inspirational proportions. His remarkable journey can be traced back to 1990 with one table and one office staff and acquiring the monopoly of all hoarding sites at the railway stations in the prime suburbs of Mumbai. By 1995, he developed around 200 hoarding sites and ventured further into road sites and a large office space at Borivali suburb of Mumbai thereby kick-starting the aforementioned journey and the formulation of 'Bright Outdoor Media Pvt. Ltd.

Soon he formed a professional team of 25 employees who have stood by him through the test of time and have been taking strides in the company's stance to what it is today. Today, the company is headquartered at plush commercial area of Andheri alongside famous production houses like Yashraj Films, T-Series, Balaji Motion Pictures, and many more. Substantially, the company has expanded its operations to other cities – Pune, Bangalore and Hyderabad.

Yogesh is a visionary whose excellence in leadership and motivation has taken Bright Outdoor Media Pvt. Ltd. to be a trendsetter in outdoor publicity and serving clients from the entertainment industry, corporate sector, FMCG among many more, and recognized by Indian Railways, All India Radio, TV and advertising since the last 33 years.





Vijay Shekhar Sharma

Founder and CEO - One97 Communication Ltd.

Vijay Shekhar Sharma aged 37 years, is the founder and CEO of One97 Communication Ltd. which is India's leading mobile internet company. Paytm, One97's flagship brand, is India's largest digital goods and mobile commerce platform that is inspired and driven by a commitment to great consumer experience. This young man has used his expertise and excellent skill set to put his brand on a platform where it has made a place for itself amongst the consumers.

Great leaders have vision. They can see into the future. Vijay Shekhar is one such leader who, with his clear vision and strategic planning has achieved a lot for his company. He has the ability to look ahead and to anticipate with some accuracy where the industry and the markets are going in order to have that extra edge among the brand's competitors in the market.

Vijay also invests in early stage mobile Internet startups from his company's One97 Mobility Fund. Being an avid admirer of great design, Vijay believes that his ultimate moment is yet to arrive. He says, and that too with a straight face, if not in his current job, he would have been singing along with Bono.

Researched Brands

0-9

2 Tang [Indonesia]

A

Aamal [Qatar]
Aarong [Bangladesh]
AB Bank Ltd. [Bangladesh]
Abans [SriLanka]
Abu Dhabi Commercial Bank [UAE]
Abu Dhabi Islamic Bank [UAE]
Abu Dhabi National Oil Company [UAE]
Adamjee Lukhmanjee Group [SriLanka]
Adani [India]
Add [India]
Agility [Kuwait]
Agrani Bank Ltd. [Bangladesh]
Ahli Bank [Qatar]
Air Asia [Malaysia]
Airtel [India]
AIS [Thailand]
Akbar Tea [SriLanka]
Al Ain [UAE]
Al Akaria [KSA]
Al Baik [KSA]
Al Dhafra [UAE]
Al Ghurair [UAE]
Al Habib [Oman]
Al Khaji [Qatar]
Al Khodari [KSA]
Al Rajhi [KSA]
Al-Arafah Islami Bank Ltd. [Bangladesh]
Alchemist [India]
Aldar Properties[UAE]
Aldrees [KSA]
Alfa Mart [Indonesia]
Almarai [KSA]
Ambuja Cement [India]
Amira Foods [India]
Amity University [India]
Amul [India]
Anakku [Malaysia]
Apascus [Malaysia]
Apollo Hospitals [India]
Apollo Munich [India]
Arwana Citramulia [Indonesia]
Atiken Spence [SriLanka]
Avalon [SriLanka]

Axiata [Malaysia]

Axis Bank [India]

AXIOO [Singapore]

B

Bahrain Petroleum Co. [Bahrain]
Bajaj Allianz [India]
Bangkok Hospital [Thailand]
Bangladesh Commercial Bank Ltd [Bangladesh]
Banglalion Communications Ltd.[Bangladesh]
Bank Al Habib [Pakistan]
Bank Alfalah [Pakistan]
Bank Danamon [Indonesia]
Bank Muscat [Oman]
Bank Negara [Indonesia]
Bank of Ceylon [SriLanka]
Bank of Singapore [Singapore]
Bank Rakyat [Indonesia]
Batelco [Bahrain]
BCA [Indonesia]
Berger Paints [India]
Berjaya Hospitality [Malaysia]
Beximco Group [Bangladesh]
Bijin [Philippines]
Bilcare [India]
Biman [Bangladesh]
Biocon [India]
Bioskin [Singapore]
Bird Group [India]
Bisleri [India]
Blackberrys [India]
Blue Dart [India]
Bonia Corp. [Malaysia]
Boroline [India]
Boysen [Philippines]
Brandix [SriLanka]
Britannia [India]
C
Cafe Coffee Day [India]
Camlin [India]
Capitaland [Singapore]
Carin [India]
Cargill Foods [India]
CEAT [India]
Cebbco [India]
Cebu Pacific Air [Philippines]

Celcom [Malaysia]

Centuryply [India]

Cera [India]

Cerebos [Singapore]

Chang Beer [Thailand]

Chen One [Pakistan]

Cherry Mobile [Philippines]

Choc On [India]

Chocoelf (Choco Works) [Singapore]

CIMB Bank [Malaysia]

Cipla [India]

City Cell [Bangladesh]

City Development [Singapore]

Combi Phar [Indonesia]

Comfort Delgro [Singapore]

Commercial Bank of Dubai [UAE]

Cotto [Thailand]

Crimsoune [India]

Cross Roads [Pakistan]

D

Dabur [India]

Damac [UAE]

Dana Gas [UAE]

Danar Hadi [Indonesia]

Dankotuwa [SriLanka]

Dapper [Thailand]

Dar Al Arkan [KSA]

Dawaat [India]

DBS Bank [Singapore]

Dhaka Bank [Bangladesh]

DHFL [India]

Digi [Malaysia]

Dilmah [SriLanka]

Dish TV [India]

DLF [India]

Doha Bank [Qatar]

Dorset [India]

Double A [Thailand]

DP World [UAE]

Dr. Batra's [India]

DTAC [Thailand]

DTDC Courie & Cargo [India]

DU Telecom [UAE]

Dubai Duty Free [UAE]

Dubai Insurance Co. [UAE]

Dubai Islamic Bank [UAE]

Dusit Thani [Thailand]

Dynasty Tiletop [Thailand]

E

Eastern Bank [Bangladesh]

Elba [Malaysia]

Emaar Properties [UAE]

Emax [UAE]

Emirates Airline [UAE]

Emirates NBD [UAE]

Energy Pac [Bangladesh]

Etihad Airways [UAE]

Etisalat [UAE]

Eumora [Singapore]

Everest [India]

F

Fabindia [India]

Fast Trax [India]

FBT [Thailand]

Fevicol [India]

Fiama Di Wills [India]

Film Tack [Singapore]

Firefly [Malaysia]

Firefly LED [India]

First Gulf Bank [UAE]

Flipkart.com [India]

Fortis Healthcare [India]

Fraser & Neave [Singapore]

Fraser Hospitality [Singapore]

Frooti [India]

Fu-Wang Ceramic Ltd. [Thailand]

G

Gajah Duduk [Indonesia]

Gajah Thungal [Indonesia]

Garuda Indonesia [Indonesia]

Gas Negara [Indonesia]

GASCO [KSA]

Gazzaz [KSA]

Genting [Malaysia]

Global [Singapore]

Globe Telecom [Philippines]

GMR [India]

Go [KSA]

Godrej Interio [India]

Godrej Properties [India]

Grameen Bank [Bangladesh]

Grameen Phone [Bangladesh]

Grand Sport [Thailand]

Great Eastern Life Assurance [Singapore]

Greenply [India]

Gulf Air [Bahrain]

Gulf Bank [Kuwait]

Gunung Steel [Indonesia]

GVK [India]

H

H&R Johnson [India]

Habib Construction [Pakistan]

Haldiram's [India]

Harvest Gold [India]

Hassad Food [Qatar]

Hatton National Bank [SriLanka]

Havells [India]

HCL [India]

HDFC Bank [India]

Hero Moto Corp [India]

Hi Max [Indonesia]

Himalaya [India]

Hindware [India]

Hiranandani Developers [India]

Hong Leong [Singapore]

I

I Mobile [Thailand]

IBCS Primax [Bangladesh]

ICC [SriLanka]

ICICI Bank [India]

Idea Cellular [India]

IDLC [Bangladesh]

India Gate Basmati Rice [India]

Indian School of Business [India]

Indigo Airlines [India]

Indocement [Indonesia]

Indomie [Indonesia]

Indosat [Indonesia]

Indusind Bank [India]

Infosys [India]

Intec [India]

ITC Hotels [India]

J

J&K Bank [India]

Jacky's Electrnocs [UAE]

Janashakthi Insurance [SriLanka]

Jaquar [India]

Jaypee Greens [India]

Jindal Steel [India]

Jiwasraya [Indonesia]

JK Lakshmi [India]

JK Tyre [India]

Johnson Suisse [Malaysia]

Julphar [UAE]

Jumbo Electronics [UAE]

Jumeirah Hotels & Resorts [UAE]

K

Kajaria Ceramics [India]

Kalyan Jewellers [India]

Kamasutra (JK Ansell) [India]

Kamdhenu Ispat [India]

Kasikorn Bank [Thailand]

Kent RO [India]

Keppel Corp [Singapore]

Khaadi [Pakistan]

Khong & Jafaar [Malaysia]

Kimia Farma [Indonesia]

King Saud University [KSA]

KLCC [Malaysia]

Kohinoor [India]

Krung Thai Bank [Thailand]

KSH Holdings [Singapore]

KTM [Malaysia]

Kurlon [India]

Kuwait Finance House [Kuwait]

Kuwait Foods [Kuwait]

L

Lakme [India]

Lakspray [SriLanka]

Landmark Group [UAE]

Larsen & Toubro [India]

LAUGFS [SriLanka]

Liberty Shoes [India]

Life Insurance Corporation of India [India]

Limkokwing University [Malaysia]

Lloyd [India]

Lorenzo [Singapore]

Lovely Professional University [India]

Lux Cozi [India]

Luxor [India]

M

M 1 [Singapore]
M Mobile [Malaysia]
Maga [SriLanka]
Mahindra Logistics [India]
Mahindra Rise [India]
Makemytrip.com [India]
Mandiri [Indosnesia]
Marc [India]
Maruti Suzuki [India]
MAS Holdings [SriLanka]
Mashreq Bank [UAE]
Max Bupa Health Insurance [India]
Max Healthcare [India]
Max Life Insurance [India]
Maxis [Malaysia]
Maya [Indonesia]
Maybank [Malaysia]
MBj [India]
Medanta [India]
Medgulf [KSA]
Meezan Bank [Pakistan]
Meru Cabs [India]
MDH [India]
Microlabs [India]
Micromax [India]
Millenium Information Solution Ltd. [Bangladesh]
Minola [Philippines]
MISC [Malaysia]
Mito [Indonesia]
Mobily [KSA]
Modenas [Malaysia]
Modicare [India]
Monico Ltd [Bangladesh]
Mordern Montessori Institute [Singapore]
Mother Dairy [India]
Mount Elizabeth [Singapore]
Muang Thai Life [Thailand]
MUI Group [Malaysia]
Murillo [Philippines]
Murugappa [India]
N
Nahar Group [India]
Nakilat [Qatar]
Nanyang Technology University [Singapore]
National Bank of Abu Dhabi [UAE]
National Bank of Bahrain [Bahrain]
National University Singapore [Singapore]
Nawras [Oman]
NBK [Kuwait]
Nexian [Indonesia]

NH Ceramics [Singapore]
NIIT Technologies [India]
Ninetology [Malaysia]
NMC Healthcare [UAE]
Noor Islamic Bank [UAE]
NTC [India]
NTUC Fairprice [Singapore]
O
Oberoi Hotels [India]
OCBC Bank [Singapore]
Ogawa [Malaysia]
Ola Cabs [India]
Olam [Singapore]
Omantel [Oman]
Ooredoo (Qtel) [Kuwait]
Ooredoo-Qtel [Qatar]
Orion Pharma [Bangladesh]
OSIM [Singapore]

P

Pakistan International Airlines [Pakistan]
Pantaloons [India]
Parachute Oil [India]
Paytm [India]
Petronas [Malaysia]
Philippine General Hospital [Philippines]
PLC [SriLanka]
Prabhudas Lilladhar [India]
Prestige Group [India]
Prestige TTK [India]
Proton [Malaysia]
PT Excelcomindo Pratama [Indonesia]
PTT [Thailand]
PVR Cinemas [India]

Q

Q Mobile [Pakistan]
Qatar Airways [Qatar]
Qatar General Insurane [Qatar]
Qatar National Bank [Qatar]
Quattro [India]

R

Racing Boy [Malaysia]
Radikal Basmati [India]
Raffles Education [Singapore]
Raindrops (REI Agro) [India]
Rajesh Lifespaces [India]
RAK Ceramics [UAE]
Rakbank [UAE]
Rani Float (Aujan Industries) [KSA]
Ras Gas [Qatar]
Ravin Group [India]
Raymond [India]

Reliance Digital TV [India]
Renata Ltd. [Bangladesh]
Renuka Agro [SriLanka]
Riyadh Bank [KSA]
Royal Ceramics [SriLanka]
Royal Enfield [India]

S

SAAB [KSA]
Sabic [KSA]
SADAFCO [KSA]
Safah [Pakistan]
Salam International [Qatar]
Salem [Philippines]
Sanken [Indonesia]
Satin [Thailand]
Saudi Aramco [KSA]
Saudi Cement [KSA]
Saudi Ceramic [KSA]
Saudi Electricity [KSA]
Saudi Pharmaceuticals [KSA]
Saudi Steel [KSA]
Saudi Telecom Corporation [KSA]
Savola [KSA]
Sembcorp [Singapore]
Semen [Indonesia]
Semen Gresik [Indosnesia]
Semen Tonasa [Indonesia]
Servis Shoes [Pakistan]
Servis Tyres [Pakistan]
Shaan [Pakistan]
Sharaf Group [UAE]
Sharda University [India]
Shinepukur [Bangladesh]
Shoppers Stop [India]
Shriram Infra [India]
Siam Commercial Bank [Thailand]
Silk Air [Singapore]
Sime Darby Medical [Malaysia]
Singapore Airlines [Singapore]
Singapore Cement [Singapore]
Singapore General [Singapore]
Singapore Post [Singapore]
Singapore Power [Singapore]
Singha Beer [Thailand]
Singtel [Singapore]
Skore (TTK) [India]
Smartfren [Indonesia]
SMRT [Singapore]
Snapdeal [India]
Society Tea [India]
Sohar [Oman]

Solo [India]
Somany Ceramics [India]
Sorouh [UAE]
SP Jain Institute of Management [India]
Square Pharmaceuticals [Bangladesh]
Sri Lankan Airlines [SriLanka]
SriLanka Telecom [SriLanka]
Sriwijaya Air [Indonesia]
SRL Diagnostics [India]
SSI Wireless [Bangladesh]
ST [Singapore]
Star Hub [Singapore]
Star Mobile (Philippines)
Sterlite [India]
Streax [India]
Stovekraft [India]
Striker [Oman]
Subros [India]
Su-Kam [India]
Sultan Center [Kuwait]
Sun Pharma [India]
Sunflame [India]
Sunway University [Malaysia]
Suzlon [India]
Swallow (Delitire) [Indonesia]

T

Taj [India]
Tanuf [Oman]
TAQA [UAE]
Tasnee [KSA]
Tata Consultancy Services [India]
Tata Housing [India]
Tata Motors [India]
Tata Sky [India]
Tata Steel [India]
Tata Tea [India]
Tata Voltas [India]
Taylor's University [Malaysia]
Telkom [Indonesia]
Temasek [Singapore]
Thai airways [Thailand]
Thai Life Insurance [Thailand]
Thairug [Thailand]
Thann [Thailand]
The Asscott Ltd. [Singapore]
The Leela [India]
The Medical City [Philippines]
Thums up [India]
Thuraya [UAE]
Tiger Airways [Singapore]
Tiger Beer [Singapore]

Titan [India]
True [Thailand]
TT International [Singapore]
TVS Motor [India]

U

UAE Exchange [UAE]
Uflex [India]
Ultratech Cement [India]
Uncle Chipps [India]
Unibis [Indonesia]
Union Assurance [SriLanka]
Union Bank of The Philippines [Philippines]
Unitech [India]
Unza [Malaysia]
UOB [Singapore]
Ushdev International [India]

V

Vallibel [SriLanka]
Videocon [India]
ViJohn [India]
Vini Cosmetics [India]
VIP Frenchie [India]
Viveks Retail [India]
VLCC [India]
Vtrans Logistics [India]

W

Walton [Bangladesh]
Wills Lifestyle [India]
Wilmar International [Singapore]
Wing Tai Retail [Singapore]
Woqod (Qatar Fuel) [Qatar]

X

Xavier School of Management [India]

Y

Yamato Transport [Malaysia]
Yes Bank [India]
YTL [Malaysia]

Z

Zain Telecom [Kuwait]
Zomato [India]

WE ARE **PASSIONATE**
ABOUT **FASHION**
AND TRULY BELIEVE IT IS ONE OF
LIFE'S ESSENTIAL
LUXURIES"

fsorority
www.fsorority.com



