

# FORTUNE

APRIL 2021

INDIA  
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS

**DR. SAMIR TRIPATHI**

FOUNDER & CHAIRMAN-  
CUM-MANAGING DIRECTOR,  
MEDHAJ GROUP

Enigmatic  
Growth  
Leaders

DREAM BIG,  
THINK BIG, AIM  
BIG, DO BIG IS  
THE GOSPEL  
ON WHICH  
ENTREPRENEURS  
THRIVE TO  
CREATE  
INCREDIBLE  
BUSINESSES  
FOR GEN NEXT  
TO GROW ON

**DR. ANEEL KASHI  
MURARKA**

PHILANTHROPIST & FOUNDER,  
AMPLE MISSION

*Influential*  
**ENTREPRENEURS**



# CREATING LANDMARKS WITH PRIDE!

**ARVIND JAIN, MANAGING DIRECTOR**

One of Pune's most reputed realty brands, Pride Group, led by Mr Arvind Jain, Managing Director and Joint Managing Director, Pride Purple Group, is transforming landscapes across Pune, Bengaluru and Mumbai. Towering structures, customer trust and innumerable awards stand testimony to Pride's consistent success story of excellence that began with its inception in the mid-1990's excellence

**"Pride World City is my flagship project, and is the biggest one in the pipeline. We are also planning a large IT SEZ in Pride World City"**

## AN INCREDIBLE JOURNEY OF SUCCESS

The first-generation success with homes across top metros of the country and a profitable foray into the hospitality venture, make Jain's journey with a humble beginning, a fascinating success story. He says, "There was no sense of fear all though my family had no background of real estate, nor was I a qualified engineer or an architect nor did I have funds to invest! Somehow, my youthful ambition overrode this insecurity." With over 40 million sq. ft. constructed till now and an annual turnover of over Rs 500 crore, Pride Group has delivered landmark projects like Pride Silicon Plaza, Pride Panorama, Park Street, Pride Aashiyana, Pride Picassa, Pride Enchanta, Pride Hulkul, Prime Corporate Park and Park Royale under Jain's leadership.

## THREE MILESTONES OF PRIDE

Jain cites three turning points in his business that are key to his success; the first being the launch of Pride Silicon Plaza, one of the first IT Parks in Pune that almost sold out on the launch day itself! The second was in 2005, with the creation of Pride Purple which was developed as a brand in partnership with friend, Shravan Agarwal, launching several large projects like Five Gardens etc.

About the third turning point, Jain informs, "Pride World City is my biggest dream that is slowly turning into reality. We are here to sell not just houses but homes; not just lodging but an entire lifestyle. Pride World City is a 400-acre township project in Charholi, Pune. It's going to have residential and commercial apartments, schools, malls, hospitals and IT Parks et al."

## DREAM TO REALITY

"My family migrated from Madhya Pradesh to the erstwhile Bombay in the 1980s. I have always had this fascination for big buildings in Mumbai. I remember as a 19-year-old, looking in complete awe at the SR Towers which had a glass facade cascading down the building beautifully and telling myself that one day I would want to make a building like it. It's that building, which started a dream. I had done a diploma in Hotel Management. So, I moved to Pune to manage the affairs of Pride Hotel. However, my dream of constructing and building something new stayed with

me throughout and as soon as I got the opportunity, I grabbed it, despite having a comfortable career graph in the hotel industry. I made sure that my first commercial project had the glass façade I had dreamt of," recalls Jain. He credits the spectacular success to his partners, consultants and the entire team and attributes the growth of the company to the landlords and the customers, who place immense faith in him and his organization.

From Pride Group's first creation in Model Colony to



1. Pride World City : Manhattan

2. Pride World City : 400 acres of Global Living

activities to promote a friendly and healthy work environment," informs Jain.

## SOCIAL RESPONSIBILITY

Every business and businessman, owes a lot to the society and must

give it back, Jain believes. "We take immense pride in offering clean, hygienic and well-maintained living conditions for our workers. There are health camps, which are organised from time-to-time, besides a crèche facility, and computer training programmes for the kids," he informs.

## EXPANDING HORIZONS

About his pet project Jain says, "Pride World City is my flagship project, and is the biggest one in the pipeline. We are also planning a large IT SEZ in Pride World City," adding, "We are launching projects in various price ranges, so there is something for everyone. They can expect to receive a lot more than they will pay for; smart design and quality products which we deliver on time."

the under-construction Pride World City, the Group has prided itself for creating homes that ensure privacy, good ventilation, good usage of space and most importantly, timely delivery of projects.

## INCLUSIVE WORK-CULTURE

"We promote comfort and openness with the team so that there isn't a set hierarchy to be followed for communication. In the last five years, my wife Nidhi has been involved with the HR department in our office and have organised several events, campaigns and



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KHFM HOSPITALITY & FACILITY MANAGEMENT SERVICES LTD. | INFLUENTIAL ENTREPRENEURS

## Giving that Smart & Clean image to Premises

More than three decades ago, in 1983, little did Mr. Ravindra Hegde, founder of Kalpataru Pest control later in 2006 got converted into KHFM Hospitality & Facility Management Services (P) Limited. Mumbai, know that his humble beginning in enhancing the look and demeanor of business premises would kick- start a pioneering enterprise. Today, KHFM, a 2500 employee strong company, offers one of the largest Integrated Facility Management Services across 21 cities in 10 different Indian states. Something unheard of then in India, today professional housekeeping and janitorial services has emerged as a new industry vertical, generating thousands of jobs

RAVINDRA MALINGA HEGDE, PROMOTER & MD



**T**hat swanky look of Airports, Five-star Hotels Railways, Hospitals, Entertainment parks, Banks, Educational institutions, Malls, is something that can't be missed by any visitor. What impresses at the very first glance goes beyond the architectural design of the space. It's the clean, neat and inviting look that the place bears enhancing the experience of visiting the space for work, entertainment or leisure. Most of the workforce in dungarees scrubbing the chrome and glass buildings to make it squeaky clean are mostly trained staff from KHFM!

The sharp intelligence and vision of the Hegde's in spotting an entrepreneurial opportunity where none existed, and giving the venture a shot is indeed an act of daring and praiseworthy. In 1983, KHFM started as a small company in a modest office in Mumbai, with only 4 people as staff offering house-keeping services to a discerning clientele. With its impeccable services and value for money, in a little over two decades, the business grew exponentially with



**We attribute our success to understanding our client needs better and going the extra mile to add value to their organization. Our business values and ethics are at the helm of our service offerings and we continue to remain ambitious of our business goals which are aligned to customer's objectives**

### Key Services

- MECHANISED HOUSEKEEPING
- INDUSTRIAL CATERING
- CORPORATE GUEST HOUSE MANAGEMENT
- HORTICULTURE & GARDENING
- MANPOWER OUTSOURCING

an enviable list of customers such as Power sector corporations, Oil sector Corporations and many other prominent entities. This miraculous growth owes to the company's forte and asset i.e., trained and motivated staff and investment in mechanized gadgets and machinery such as zoom and scissor lifts for highly elevated ceilings seen at airports, besides ride on sweepers for cleaning roads and factory premises. This investment on modern housekeeping mechanisms ensured the safety and longevity of

the client's property, placing KHFM at an enviable position of customers' first choice! Today, KHFM has grown in strength and experience to take on mega projects of any size.

Further enhancing interaction with its customers, KHFM, works with them on a unique model called the Collaborative Business Experience, which has been thoughtfully designed to assist clients to achieve better, faster and more sustainable results through seamless access to a network of collaboration-focused methods and tools. As a leading provider of integrated facility management and outsourced services, KHFM, which offers a wide range of services to a diverse spectrum of clients, is ISO 9001:2008, ISO 14001-2004 & OHSAS 18001:2007 Certified.

Committed to improve its performance and continuous engagement with its customers through value-added deliveries, KHFM is futuristic in spirit, raising the bar of excellence, which is in sync with a responsible attitude towards the environment for reducing carbon footprint. The staff have been sensitized to follow eco-friendly techniques and employ bio-degradable materials wherever possible for achieving environmental targets. The policy and philosophy of the company, therefore, rings loud and clear on "Proud to be safe".

Having remained true to its core values and strategies, KHFM excels in Service, Integrity, Performance, People and Innovation, qualities that distinguish the company's corporate vision. Today, this ethos has shaped the company's offerings which are designed to suit specific requirement and budget of the customer, optimizing care and focus on every task, besides ensuring timely delivery. KHFM has built for itself a niche that is matchless in its industry category!





# ENTREPRENEURS

## EMPOWERING

### PEOPLE, SOCIETY AND THE NATION

Entrepreneurs have more to their persona than just the limelight that they enjoy. Creating their own path, identifying opportunities and transforming them into profitable ventures, enterprising minds do things a lot more differently.

Bold, dynamic, compassionate and motivated they build sustainable and inclusive ecosystems for businesses to flourish. Whether taking forward family legacies or setting new trends as first-generation daredevils, their contribution to the society and nation echoes much beyond tangible measures. Led by passion, these enterprising individuals are givers, who empower societies and nations, setting examples for the world to emulate.

**G**ifted with agile minds, these risk takers are hard taskmasters to themselves and they pick themselves up after every set back to break the glass ceiling! For centuries, new eras have given the world new set of entrepreneurs across various fields. They have taken innovation and creativity through uncharted terrains compelling success to relent to their unflinching resolve. Entrepreneurs provide an organic ambience for innovation backed by judicious observation to locate and exploit opportunities converting dormant

resources into kinetic action by putting to good use productivity of land, manpower and capital into national income and wealth in the form of thriving goods and services industries. Entrepreneurs form the backbone of a positive growth in Net National Product and Per Capita Income of a country. The magnitude is mind boggling if the various entrepreneurial success stories and their impact on socio-economic conditions is taken into account.

On what differentiates entrepreneurs from the rest

of the mundane crowd, the Mumbai based industrialist and a philanthropist renowned for the humongous body of social work done for diverse social issues, Dr. Aneel Kashi Murarka observes, "A good entrepreneur is able to spot an opportunity before others see it. He is able to risk money for opportunities that don't exist today; he's able to create a team around him who share his vision, helps in execution and, I think, continues to learn all the time."

Today, when most of the work is supported by

advanced technology, which is set to break more boundaries with IoT and Artificial Intelligence coming into play invariably in every walk of life and industry, one can very well understand and appreciate the challenges overcome by entrepreneurs in earlier centuries, when the world was in a phase of new findings and evolution. Subsequent generations, built business empires, prospered and offshoots of new ideas emerged from the vision and the dauntless courage of incredible entrepreneurs. Does it ring a bell- 'Chip off the old block'!

Take a leaf from history to see, understand and appreciate that even when ease and comfort of connectivity and technology was not accessible, entrepreneurs did exist who have built huge brands and on whose shoulders today's generation stand, having taken cue from them or scions of traditional family businesses modernized the existing system or diversified their heirloom enterprise based on the core concept and keeping the mission intact. It's been mostly a win-win situation for them. Such instances make for interesting case studies for students of business management. Ranging from textiles to jewellery, cuisine to hospitality, accessories to ancillary brands catering to diverse industry verticals and many others, leaves one amazed at the ingenuity of daring entrepreneurs who have broken barriers to create their own niche in offerings that bear their unique hallmark.

As they say, progress is another name for evolution and this is true for an enterprise too. Stagnation, therefore, sounds the death knell of any enterprise. At the same time if a venture stands on a sound foundation it can weather any storm in a market that mostly behaves erratically. Pragmatism, a keen sense of observation and the foresight to innovate goes a long way in not only adapting to changing market diktats but also establishing a lasting credibility in the market. This happens when periodic and honest self-evaluation is done for establishing a semblance integral for a business to move ahead on an even keel. This trait is essential for an entrepreneur for survival of one's business as well as go in for expansion, diversification or collaborations that are very much the way businesses are being done today. In the current scenario developing and strategizing enterprises online is very much in as the world is heading towards a lifestyle that is digitally supported. It has been a tough call for traditional businesses, but those who have adopted new ways of catering to the customer and switching to doing online business transactions the decision has stood them in good

### LEADERS SPEAK



**Dr. ANEEL KASHI MURARKA,**  
Philanthropist  
& Founder,  
Ample Mission

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**Dr. SAMIR TRIPATHI,**  
Founder &  
Chairman-cum-  
Managing  
Director,  
Medhaj Group

**W**e are working towards consolidating ourselves on a very strong platform to contribute significantly to the revolution of Infrastructure development being envisaged in the country. We are a company with zeal and a mission for excellence.

stead, more so, in the wake of the Covid pandemic that pushed the world to adopt technology in a new today. It is the need of the hour. New perceptions of doing business, is a reality that must be accepted when the new generation takes over the reins of a family business. The young lot have grown up in a different environment from the older one and so their outlook differs. Instead of making this aspect a point of contention being very supportive, giving room for the young Turks to experiment and reposing

trust in them enables them to survive in a new world order that is different for every generation and more competitive with increased players in the field. This attitude makes sure winners necessary for an entrepreneur to grow, adapt and evolve.

A self-made man, Dr Samir Tripathi, Founder & Chairman-cum-Managing Director of Medhaj Techno Concept Private Limited, Medhaj News Private Limited and MedhajITes Solutions Private Limited, based in Lucknow, Uttar Pradesh, has groomed employees to excel while minding their integrity and compassion for fellow-beings. "We are working towards consolidating ourselves on a very strong platform to contribute significantly to the revolution of Infrastructure development being envisaged in the country. We are a company with zeal and a mission for excellence. To embark on a journey of success one needs the tools of preparedness, foresight and strategy. These lead to the path of growth and high-quality operation. Our aim is to work at national level with diversification in other infrastructure sectors and to be amongst the BIG 8 consulting firm by 2022. With a global vision and dedication to serve the needs of every client, we are 'Shaping a better tomorrow'. I SAW, I ACTED, I WONDERED," says the humble head of the leading consultancy firm of countrywide repute. Very spiritual, he attributes the incredulous success of Medhaj to divine intervention.

With education and increasing avenues of business opportunities, the divide between men and women entrepreneurs has blurred. Women are making a mark, heading huge enterprises with confidence and market savviness. Adept at managing home to managing huge enterprises they bring with them focus, perfection and a lot more with a humane touche. It is not surprising, therefore, that a woman is innately gifted with the aptitude of work-life balance. Inspirational success stories abound of women who have proved beyond doubt that they are equal to their male counterparts when it comes to delivering results at workplace or in the business world. An empowered woman, empowers the nation and this can be brought about beginning with respecting women, acknowledging their talent and contribution to the family, society, their country and the world that has shrunk into a global village. Women pack more power and punch to whatever they do!

The attitude of an entrepreneur is his/her visiting card to partner with success. So, believe that you deserve the best and the best will come to you, and that's a gem of an advise for young entrepreneurs on how to grasp elusive success!



# A Philanthropist's Heart That Throbs For the 'Common Man'

A philanthropist extraordinaire, a humanitarian and selfless social worker, Dr Aneel Kashi Murarka, dons many hats, even that of an intrepid entrepreneur, motivator and author. His trove of accomplishments is as big as his heart. A staunch patriot, Aneel is the eldest grand-son of well-known freedom fighter and philanthropist Chiranjilalji Murarka and son of industrialist Kashiprasad Murarka, a legendary name associated closely with major socio-developmental activities in the country.

**DR ANEEL KASHI MURARKA, PHILANTHROPIST & FOUNDER**



Like his elders, Dr Aneel Kashi Murarka, true to his family's humanitarian values, is deeply passionate about the causes he believes in and leaves no opportunity to serve the society and the nation at large. Focused on his philanthropic goals with a "bold and articulate vision," Aneel says, "Philanthropy is and will always be very personal. It is this emotional connection that drives me to give. But the complexity and scale of issues in India, the speed at which we need to effect sustainable change, go beyond just personal satisfaction, and make me think about the impact first."

Wanting to translate his compassion for fellow beings that would transform the world into a better place, Aneel established Ample Mission, and alongwith his son Sidhaant, is passionately involved in carrying forward several social initiatives. Aneel says, "India is a country of diversity and there exist an ample number of problems not just one, hence the name Ample Mission."

**PHILANTHROPY IS AND WILL ALWAYS BE VERY PERSONAL. IT IS THIS EMOTIONAL CONNECTION THAT DRIVES ME TO GIVE.**

Ample Mission, a one-of-a-kind organization, recognizes and strengthens different communities through collective action across the country. "We are keen to continue leading the process for social change, improving people's lives, protecting the environment and encouraging the sphere of youth with a pledge for a better and stronger India," says Aneel with pride.

Optimistic and persevering, Aneel is gifted with the special ability to discern people's need, which has given him a unique edge as a humanitarian in addressing several environment and social



**"WE ARE KEEN TO CONTINUE LEADING THE PROCESS FOR SOCIAL CHANGE, IMPROVING PEOPLE'S LIVES, PROTECTING THE ENVIRONMENT AND ENCOURAGING THE SPHERE OF YOUTH WITH A PLEDGE FOR A BETTER AND STRONGER INDIA"**



issues through impactful projects and campaigns, each of which is meticulously planned and effectively implemented for optimal benefit of fellow beings at the grassroots level, largely economically backward or neglected by the mainstream society.

Ample Mission organizes popular and inspirational annual award shows such as the Shoorveer Awards to honour, courageous individuals; Bharat Prerna Awards honours those who have risen above their physical challenging conditions to do extraordinary feats of courage; Awards Zindagi Ke honours the supreme valour, courage, and dedication of the unsung heroes—the men in uniform, who have selflessly devoted and sacrificed their lives for our country.

A strong supporter of women empowerment, gender equality and girl's education, Aneel Murarka believes it is important to give back to the roots i.e., the community they once grew up with at Lachhmangarh, Rajasthan, their hometown. "My grandfather Shri Chiranjilal Murarka jee, a freedom fighter in his youth, later as a social worker and a philanthropist, tirelessly worked for the community. He always reiterated that "do not forget your roots". I am trying to do just that by walking in his footsteps. In the coming years, we hope to continue with the philanthropic endeavors for the benefit of society at large," he shares.

Talking about the construction of fully air-conditioned bus stand named after his grandparents and built by the family trust, he proudly mentions, 'Samarpn'. "All long-distance express buses halt at Shri Chiranjilal Badamidevi Murarka Bus Stand, it's our gift to the residents of Lachhmangarh," says Aneel with pride. When he came to know through the newspapers that the local lady police personnel faced issues due to inadequate housing and infrastructure



1. Giving street children sweets during the festivities.  
2. Distributing tea and biscuits to homeless families during winter nights.  
3. (L to R) Actor Dalip Tahil, Dr Aneel Kashi Murarka, Mah.Governor Bhagat Singh Koshyari, comedian Raju Srivastava and Actor Boman Irani at the release function of Aneel's biography 'Uncommon Dreams of a Common Man' at Raj Bhavan, Mumbai.

facilities, through Samarpn, he built a 2-storey fully air conditioned and furnished quarters and handed it over to them on the occasion of Women's Day. On the request of Sikar Advocates Association, the Murarka's also constructed a Lawyers Chamber as well as built numerous public toilets as part of 'Swachh Bharat Abhiyan' initiative in Jammu and Kashmir, to support PM Narendra Modi's call for a 'Clean India Mission.'

Aneel's foray into producing short films for social awareness was purely accidental. He realised that short films are a great medium to amplify social issues and soon collaborated with like-minded filmmakers to make quality films with social messages for the society. With conviction, Dr Aneel Murarka says, "In India only two things attract the masses, one Bollywood celebrities and the other is Fear of God, so I incorporate both these elements in my short films to

achieve the maximum impact on people."

PM Narendra Modi himself retweeted Aneel's short film on Swachh Bharat titled "Don't Let Her Go," which resulted in Dr Aneel Murarka being appointed as a Swachha Bharat Ambassador - an honour hitherto reserved only for national celebrities by the Ministry of Urban Development, Government of India. So far, he has produced over thirty short films on public awareness under the Ample Mission banner, but has never sent them to any film awards for nominations. He observes, "Film is the art form to create social change. You see something that excites you or enrages you while watching something outside of yourself, and that spurs you to become more engaged. Cinema has the ability to change someone's perspective."

Aneel, along with his young and energetic Team Ample, are working on a range of social issues



including creating equal opportunities for marginalised communities like cancer patients, acid attack survivors, specially-abled and transgender people. Aneel recollects with pride, “The most satisfying among the Ample Mission public outreach initiative for me personally was, the Jaipur Foot Distribution Camp that we organised, where people who never walked in their life went back home walking on their own feet. It was phenomenal and the most blessed thing we would like to keep doing for mankind. Each person, was brimming with renewed confidence due to mobility they got from wearing Jaipur Foot, giving

accept the urgent realities of mankind. Let us strive to live in harmony with our fellow beings and take action towards a more sustainable future of coexistence.”

He continues to give voice to the neglected, giving a helping hand to the needy and transforming hundreds of lives over the last 3 decades. Ample Mission has completed nearly 100 different humanitarian missions overcoming all odds. Aneel explains, “Every penny comes from our hard-earned money hence we ensure that the purpose is achieved.” On handling such a young energetic team of volunteers and members at Ample Mission, he says, “You have to figure out how



**4. Presenting a Tricolour Banner as a gift of love to BSF soldiers during a ceremony at the Attari-Wagah border.**

**5. Teaching school kids vertical garden ideas and love for plants.**

focus shifted to practical learning,” he recalls. When he ventured into entrepreneurship at a very young age in his early 20s, he did so first to show his senior colleagues and family that he could build something of his own. Later, his objective evolved as he wanted to create a name for himself in business and in the community. Today, what motivates him to get out of bed is the responsibility he has towards his company workers, family and society at large.

Dedication, hard work, taking calculated risk and the ability to make the right decisions at the appropriate moment made Dr Aneel Murarka, the man he is today. As the Managing Director of Mirachem Industries, one of the leading suppliers of high- performance textile

**“ WE MUST BE OPEN, FIRM AND ACCEPT THE URGENT REALITIES OF MANKIND. LET US STRIVE TO LIVE IN HARMONY WITH OUR FELLOW BEINGS & TAKE ACTION TOWARDS A MORE SUSTAINABLE FUTURE OF COEXISTENCE. ”**

them the freedom to take care of their daily chores and achieve their long-term goals in life.”

A strong advocate of gender equality and creating inclusiveness for all, Aneel made history at the opening of Times Fashion Show 2019 when it was graced by models from the transgender community with Activist Laxmi Narayan Tripathi and Trans India Queen Navya Singh, who, with his support set ablaze the fashion ramp. “There is no manual for ground realities,” says Aneel. As he describes why his social initiatives on transgenders are so hugely popular and has struck a chord with people of different social strata, he elucidates, “We must be open, firm and

to motivate and get results from people who aren’t getting a pay cheque. You really have to flex your leadership and motivate and communicate how that they’re doing makes a difference.”

In his youth, Aneel was an average student, a back-bencher in class and later as someone who used to chase youthful pursuits, contrary to his father Kashi Murarka’s expectations. His perception changed when his father took him under his wing while looking after the family business of textile chemicals manufacturing in the 70s. “I soon understood that everyone has a spark within; bookish knowledge is not the right way to evaluate someone’s talent. From just mugging up, my

speciality chemicals of India, Aneel took the company to the international arena. He totally believes in ‘green chemistry and tries to work on ‘zero waste’ policy at his manufacturing unit. “A good entrepreneur is able to spot an opportunity before others see it. He is able to risk money for opportunities that don’t exist today; he’s able to create a team around him who share his vision, helps in execution and, I think, continues to learn all the time,” observes Aneel.

After the global COVID-19 pandemic struck followed by announcement of lockdown, it posed several tough socio-economic challenges. Aneel and his team, under their pandemic outreach initiative provided meals and



**6. Aneel Murarka with wife Sangeeta and son Sidhaant.**

**7. Filling potholes to save lives of motorists and avert road accidents.**

## PILLAR OF STRENGTH

**MY FAMILY HAS STOOD ROCKSTEADY WITH ME, ENSURING THAT WE ALL SAIL THROUGH LIFE**

rations, and restored livelihood opportunities for the daily wagers and marginal communities to restart their lives. They also provided protective gear for healthcare and frontline workers alongwith ventilators for Covid-care centres to fight the contagion effectively.

Aneel also came to the rescue of a group of acid attack survivors of Saahas Foundation who were struggling for food grains and donations in Mumbai. Wanting them to be self-reliant by having their own livelihood option, he set-up a Mini Super Market so that they could restart their lives with dignity without having to depend on handouts or donations. Reposing confidence in them, Aneel had said, “They may have gone through hardships and rejections, but given a chance, they can really reinvent themselves. I’m sure their new business venture will be an astounding success in the pandemic times.”

Residing in the Western suburbs of Mumbai for more than 60 years, Aneel’s father, Kashi Murarka noticed that there wasn’t a single well-maintained

crematorium in the area. The Murarka family built Shidham! It is a one-of-a-kind crematorium, acclaimed as the most beautifully constructed and cleanest Hindu crematoriums in the metropolis. During the pandemic, Shidham started operating the new gas-fired furnaces located in the new building within the premises. “I’m glad this new facility began operations due to timely intervention of the state government and BMC, accelerating the process of the last rites of many in the safest manner possible for the bodies of Covid deaths,” Aneel informs.

Travelling constantly on business, Aneel greatly values whatever little time he gets to spend with his family. Dearest to his heart, he treasures the company of parents - Meena and Kashi, wife Sangeeta and son Sidhaant - as well as his beloved nieces Dipanjli and Adwitiya. As a family, they support him in all his social activities, including the weekly meals distribution programme- ‘Meals from Maa’ to the homeless and needy, an initiative started by his wife Sangeeta. “I’m

indeed blessed to have such wonderful parents in life and my wife Sangeeta who has stood beside me throughout my life’s journey. And I’m glad that my son Sidhaant has taken an absolute lead on all these social activities towards mankind. They are the strong pillars who have stood rocksteady with me, ensuring that we all sail through life,” is Aneel’s expression of affection and gratitude towards his family.

The magnetic, fun-loving, adventurous and compassionate Aneel mentions, “I wanted to bring change in the society. My philosophy is that instead of reacting to the persisting problems, we need to act. If I see something wrong, I want to make a change.” Aneel’s unique life story has drawn the attention of major influencers like Bollywood stars, socialites and the media, besides enjoying a great number of devout followers on his various social media platforms for the inspirational work he does.

A core philosophy seeped in religion and God, he explains sagely, “There are powers far beyond us, plans far beyond what we could have ever thought of, visions that are far more vast than what we can ever see with our own eyes and there are horizons beyond our own horizons. This is courage- to throw away what is our own that is limited and to thrust ourselves into the hands of these higher powers- God and Destiny.”

Though honoured with prestigious awards and recognitions for his life-long work and leadership achievements in business, Aneel remains humble and grounded as an individual. He loves to call himself a ‘Common man,’ and says, “In letting go off self before service (to mankind), I had found the true purpose of my life on earth!” The Times of India Group brought out his biographical account titled ‘Uncommon Dreams of a Common Man,’ which was released by His Excellency, Governor of Maharashtra, Shri Bhagat Singh Koshiyari at Mumbai Raj Bhavan, in the presence of eminent film personalities such as Boman Irani, Dilip Tahil and friend comedian Raju Srivastav, who lauded the journey of this ‘uncommon man.’

“Be it yesterday, today or tomorrow, whatever we are doing, we will keep doing. It’s not to scale the heights in terms of work that we want to reach but just keep that momentum going till we live on this planet. Before I leave, I will ensure that our next generation will surely continue these humble efforts. There is no such thing as how many years we will continue, these things are never ending and the show must go on,” advises Dr Aneel Murarka who takes the lead in motivating today’s generation to have a heart for philanthropy. He says, “When that happens, we shall surely see a much better India!”







He is set to make a mark as a leading global consultant “working for a better tomorrow,” with his vision and commitment. Dr. Samir Tripathi, as Founder & Chairman-cum-Managing Director of Medhaj Techno Concept Private Limited, Medhaj News Private Limited and MedhajITeS Solutions Private Limited, is taking these ventures to dizzy heights of success. Dr Tripathi is committed to re-define the power sector and other main industries of India with his sharp, versatile, analytical and intelligent mind simultaneously empowering society with a humane touch!

**DR. SAMIR TRIPATHI, FOUNDER & CHAIRMAN-CUM-MANAGING DIRECTOR**

lucrative job after 15 years and return to India. Well-versed with the global trends in the power sector, an area in which he specialises, Samir unleashed his knowledge and experience by establishing the leading consultancy firm Medhaj Techno Concept Pvt Ltd., in 2007, with the purpose of strengthening and redefining the infrastructure in the power sector, beginning with his home state, which was in dire need for a rehaul. A perfectionist to the core, Samir plunged into the desolate quagmire to come up with practical integrated solutions to bring about the incredulous massive change in the electricity department, brightening lives of the people and the skylines of the densely populated state, after sunset!

#### PRAGMATIC IN APPROACH

Samir believes that innovations in technology, digitalization, smart working and keeping pace with changing times can fast track any project impacting the common man and empowering him to make his life easier. He focused on three main aspects- his expertise in consultancy backed by a stellar career record



# *Taking the Astro Route* FOR MEDHAJ & SOCIETY'S WELFARE

#### A MAN WITH A UNIVERSAL VISION

His heart lies in the welfare of the teeming millions looking for a ray of hope in their lives. Dr. Samir Tripathi, is that torchbearer, who embarked on the mission to spot, groom and provide opportunities to thousands of gifted youth, preventing them from fading into oblivion for want of genuine guidance and access to education. This predecessor relates with the situation of such people with compassion as his life is a saga of relentless hardwork that saw him qualify as an engineer from IET Lucknow, Uttar Pradesh. Since then, Samir has grabbed every opportunity to observe, learn and do tasks in a manner that have astounded even veterans. He started his career as design engineer at GEC Alstom, and then moved to the UAE that gave him wide exposure through extensive travel worldwide heading prestigious assignments and gigantic projects. Yet, the call of his motherland saw him quit a

of international stature, going digital by leveraging technology and exploiting the power of media. Samir, in a very pragmatic approach targeted the three areas by establishing MedhajITeS Solutions Private Limited, Medhaj Techno Concept Pvt. Ltd and Medhaj News Private Limited, a web-based news channel that also highlights the significant contribution of Medhaj towards revolutionizing of infrastructure development envisaged under Atmanirbhar Bharat Yojana, a dream project of India's Hon'ble PM Shri Narendra Modi. One gets to see the true reflection of Samir's value system in all of Medhaj ventures, with him at the helm as its Chairman and Managing Director. Medhaj, under Samir's leadership, has prospered to become one of the most reputed consultancy firms in the

**“ I FIRMLY BELIEVE THAT IT IS PURELY THE BLESSINGS OF LORD SHIVA AND SOME DIVINE FORCE WHICH HAS GIVEN TO US TILL NOW, THE POWER TO OVERCOME ALL THE OBSTACLES AGAINST ALL ODDS: “I SAW, I ACTED, I WONDERED ”**

power sector. Having made its signature statement as a trusted name in huge local, state and central government state projects, besides others, Medhaj has set its eyes to diversify into water, solar energy and a lot more.

#### GRATITUDE FOR APPLAUSE

A multi-faceted individual having 30 years of professional experience, Samir's interests are as diverse with particular focus on the powers of the cosmic world where the constellations of stars are constantly under a churning to develop many combinations and permutations impacting the human mind, behaviour and its consequent outcome. In other words, Samir, a very spiritual person deeply rooted



in the traditional culture of the land and its innate strength, is a master in astrology. Without karma success can't be achieved and so to be successful, one has to give undivided attention to his karma, a fact that Samir underlines and has leveraged this knowledge to intelligently balance personal and professional outcomes of people and their businesses through astrology, leading them to successful conclusion. This is the common secret to his unstoppable progress in life as well as success of Medhaj!

A veteran of his field, Samir on his journey till now shares, "In these years of company's existence, we have traversed a memorable journey and have come a long way; and I find myself completely incompetent to have brought this company and I firmly believe that it is purely the blessings of Lord Shiva and some divine force which has given to this point, us the power to overcome all the obstacles against all odds: "I SAW, I ACTED, I WONDERED". To my utter surprise, many of those whom I didn't trust to great levels have supported



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me in a much better manner than the most trusted ones. We are working towards consolidating ourselves on a very strong platform to contribute significantly to the revolution of Infrastructure development being envisaged in the country. We are a company with zeal and a mission for excellence. To embark on a journey of success one needs the tools of preparedness, foresight and strategy. These lead to the path of growth and high-quality operation. Our aim is to work at National level with diversification in other infrastructure sectors and to be amongst the BIG 8 consulting firms of future. With a global vision and dedication to serve the needs of every client, we are "Shaping a better tomorrow". I am grateful and thankful to our clients, shareholders

and collaborators for the faith and support extended to us by believing in our company and we hope to continue to exceed your expectations and affirm your trust in us."

#### FOOTPRINTS OF MEDHAJ

Medhaj, is a power hub of synergies of expert professionals drawn from diverse disciplines with complementary skills. This has strengthened Medhaj's competency in offering a wide range of consultancy services, particularly in the areas of pre-project advisory, design engineering, smart grid, project management, third party quality, inspection, construction supervision, energy efficiency, policy and

regulatory advisory and public private partnership.

Medhaj has built its credibility with several smart grid and other high-end IT enabled infrastructure projects across states of Uttar Pradesh, Madhya Pradesh, Rajasthan, Jharkhand, Punjab, Gujarat, Haryana, Uttarakhand, Bihar, Maharashtra, and North East states of Assam and Sikkim. The list is continuously burgeoning with reputed clients seeking the expertise of the firm that is being built sagaciously by Samir. Medhaj Techno Concept Pvt. Ltd., an ISO certified company, has grown exponentially beginning with 3 employees operating from a modest office space of 800 sq. ft. office to over 2000 employee strength company operating from a 10,000 sq.

ft. head office in Lucknow. The company has its regional offices in New Delhi, Patna and Ranchi. As a leading integrated solutions consultant, Medhaj has multi-city presence with offices in more than 28 states in India for over 75 valuable clients, who are being catered by a professional team providing quality services. Behind the amazing extent of Medhaj enterprises is Samir's global vision, resolute courage, deep knowledge and discipline, who believes in periodic assessment for constantly raising the bar of excellence. He intelligently balances work with social responsibility, a subject close to him, that has accelerated Medhaj's incredible pace of growth within a short span.

**With close to 40 major assignments valued more than Rs 50,000 crore, Medhaj, a nifty consultant for Government of India funded power project schemes, particularly Rural Electrification, has become a favourite choice for many DISCOMS to handle their project monitoring and supervision service.**



#### MEDHAJ INITIATIVES FOR A BETTER TOMORROW

Medhaj can proudly claim of many achievements that includes being amongst the first companies in the country to be appointed as Project Management consultant for 'Saubhagya Scheme' in Uttar Pradesh for providing electricity to every house in the state, as well as it is the first private consulting firm selected for implementation of Smart Grid. (Assam, Odisha, Jharkhand & Uttar Pradesh). With a turnover generated purely from consulting business, Medhaj constantly nurtures the best of minds, adopts latest tools, upgrades technology and defends its goodwill as one of the most trusted and fastest growing consultancy firm.

Also, Medhaj is the only leading private consultant of the country having a dedicated in-house application for optimizing survey and Project Monitoring Tool – Medhavi. The global reputation of the firm can be gauged by the fact that the firm has the privilege of assisting World Bank for Promotional Activities of Developing Solar Power Plant to accomplish the target of 100GW of solar energy in India, for meeting its green goals.

Supporting the 'Digital India' initiative of the centre, Medhaj Techno Concept Pvt. Ltd., as Citizen Service Provider for e-Suvidha scheme of Government of Uttar Pradesh, is currently operating 176 e-Suvidha centres in 57 districts of the state, covering about 35 services at the respective centres. This has brought about a change at the grassroots, which are now more markedly visible.

The Hon'ble Prime Minister launched Pradhan Mantri Sahaj Bijli Har Ghar Yojana- 'Saubhagya', on 25th September 2017 for providing free electricity connections to all households (both APL and poor families) in rural areas and poor families in urban areas, while the "Deendayal Upadhyaya Gram Jyoti Yojana" for rural electrification, is another central government initiative. Having formidable expertise in infrastructure development in the power sector, Medhaj, since the launch of these two initiatives has been closely associated in achieving these targets by working closely with the power sector for a 'bright' future.

Acknowledged as a top player in power distribution, Medhaj is building its capability in IT and BPO at par with global standards with the support of a committed and skilled team of employees, including women who work in an unbiased, safe and secure environment to give their best to the company. Samir has trained several employees and sent them to rural areas to extend his vision and good work to improve living conditions of people in these remote areas. With inclusive approach to hiring talent, Medhaj is capable of mobilizing its team to provide cutting edge integrated solutions to its valuable clientele.

Having gained extensive experience in delivering best outcomes with its consultancy, Medhaj, plunged into water sector in 2020-21, bagging some significant consultancies from State Water and Sanitation Mission (Namami Gange



& Rural Water Supply Department, Govt. Of Uttar Pradesh) and Rajya Peyjal Evam Swachta Mission, Government of Uttar Pradesh.

Samir is aiming at the big target of ranking Medhaj amongst the top 8 consulting firms in India and strike global roots, and in this connection, he would soon announce diversification into other infrastructure sectors aligning itself to the collective aspirations of the country's people and government to build an Atmanirbhar India!

#### MEDHAJ TECHNO CONCEPT PVT. LTD.

Power, powers economic growth, thus making it vital for infrastructure development to propel socio-economic progress of any nation, and it is no different for India.

In the entire value chain of the power sector, Power Distribution Sector is believed to be the most vulnerable in terms of financial and operational sustainability. Nevertheless, it is essential for the country's progress and so Government of India has been supporting the expansion of distribution grid infrastructure across India to provide electricity access in villages through budgetary support (grants) to state government DISCOMs under the Deendayal Upadhyaya Gram Jyoti Yojana (in rural areas), the Saubhagya scheme (last-mile connectivity to households) and the Integrated Power Development Scheme (IPDS) (in urban areas).

With close to 40 major assignments valued more than Rs 50,000 crore, Medhaj, a nifty consultant for Government of India funded power project schemes, particularly Rural Electrification, has become a favourite choice for many DISCOMs to handle their project monitoring and supervision service.

Customer-centric in its approach, Medhaj has led high-end consultancy assignments, such as Smart Grid implementation, Field Quality Plan for 765kV and 400 KV transmission line of Power Grid Corporation of India Limited (PGCIL), Feeder Separation Programme, Underground Cabling for National Cyclone Risk Mitigation Plan (NCRMP) and others. Bihar State Educational and Infrastructure Development Corporation Limited, (BSEIDC) has taken Medhaj on board as Project Management Unit for World Bank funded project for Enhancing Teacher Effectiveness in Bihar for supporting and coordinating with the stakeholders i.e., DR&T, BSEIDC and SCERT in identifying fit-for purpose ICT infrastructure for teacher's education on the lines of government's strategic direction.

Medhaj, is the only privileged private consulting company in India having worked on live Smart Grid Project in Assam as Project Management Consultant

and in Odisha for DPR Preparation for Smart Grid Implementation in Ranchi & Rourkela City (Smart City). Registered under Single Point Registration Scheme (SPRS) of National Small Industries Corporation Limited (NSIC), Medhaj Techno Concept Pvt. Ltd., is ahead in its league with impeccable client service, a work culture instilled by Samir, who is known for his unwavering commitment.

**A motivated human being, Dr. Tripathi shaped the fundamental values of Medhaj culture with vibes of positivity creating a conducive work environment for his employees. This impressive leader, rules the hearts of over a lakh ardent fans on twitter as he continues to leverage people's lives by the thousands, also guiding his wide friend circle through deep knowledge in astrology.**

#### MEDHAJ IN ANTI-COVID ROLE

The unprecedented Covid-19 pandemic crippled life and economies the world over, including the power sector. But Samir, a man who leads from the front, motivated the entire staff of Medhaj to readily deliver essential services, whether it was assisting the DISCOMs in their daily operations or mark its comforting presence at various e-Suvidha centres for collection of utility bills and distribution of sanitizers and mask. Medhaj News, came handy in keeping the people updated on all government protocols related to Covid. For Samir, this was a moment of service to mankind and the nation, which he rendered selflessly. This man of action has built Medhaj on the bedrock of patriotism and compassion.



#### MEDHAJ ONE SPIRIT

Samir's life is all about the essence of his extensive experiences and their outcomes, which brought him closer to spiritualism. He was fascinated by the other world residing in the stars in milky ways of the fathomless galaxy that impacted life on earth and its inhabitants. Samir developed a keen interest in astrology and he took to it like fish to water and diving deep into its realm through intense research and analysis. But as they say knowledge and its benefits are meant to be shared, and so did Samir. Very soon, he was flocked by people from all walks of life for advice to transform their lives whom he guided by aligning their actions to what the stars have to say in the astro chart.

"Astrology is the purest form of science which if learnt in the right way can become the best vehicle to correct your life and not just predict the events of life," says Samir, who uses astrology for creating spiritual positivity around Medhaj family at work place and the extended family. Many benefitted, while Samir's popularity rose and he expanded his spiritual affinity

by writing books on Basic Concepts of Astrology and giving his voice to the epic Ramayan and other bhajans, which are being published on YouTube with his spiritual discourse.

This man who has his eyes turned to the heavens and his feet firm on the earth has recorded mantras which are accessible on Medhaj Astro YouTube channel (#ShivaandI, #Shiva&I). A thorough family man, he re-created an enthralling lyrical version of a poem "Geeta Vani" (based on Bhagwat Geeta) written by his father, Late Shri Shivdutt Tripathi, in his own voice, as a tribute to him. The latest addition in the series of mantra is the first ever version of Sampoorana Shri Ram Charit Manas (Ramayan) along with description, which is being released in 30 parts according to Maasparayan, and is touted to become very popular and soon set a world record!

This enigmatic leader has a fan following of over a lakh on twitter as he continues to leverage people's lives by the thousands, guiding them with his deep knowledge in astrology. As a rainbow in the sky, Samir brings hope to many people by imparting online

#### Recognition & Awards

- National Award for Outstanding Entrepreneurship' by MSME in 2014 & 2015, felicitated by Shri Kalraj Mishra (former Cabinet Minister).
- The COVID-19 Warrior Award 2020, felicitated by Smt. Anandiben Patel (Hon'ble Governor, Uttar Pradesh).
- Honorary Doctorate in Alternative Energy & Power Distribution.
- A first-generation entrepreneur from the state of Uttar Pradesh having received.
- UP Ratan Award for Contributions in Power Sector, 2019, given by Honourable Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, Dy. CM Shri Dinesh Sharma and
- Cabinet Minister Shri Satish Mahana.
- Appreciated by Ministry of Finance, Govt. of India, in the Platinum Category, for being one of the highest tax payers and contributing towards building this great Nation.
- 'Visionaries of Uttar Pradesh' award from Hon'ble Dy. Chief Ministers of Uttar Pradesh Shri Keshav Prasad Maurya & Shri Dinesh Sharma
- WASME Excellence Award 2019 (Global Entrepreneur of the Year Power Consulting) and World Icon Award for contribution for society and nation presented by former Sri Lanka President, Shri Mahinda Rajapakshe.

astrology classes on Medhaj News, while Medhaj Astra hosts a series of videos of basic astrology classes and astro-science, defining daily chores for its audience.

A strong advocate of introducing astrology as a subject in schools, Samir believes that it would enable students to focus on studies, take better decisions in life and benefit in their future careers as well as shape them as responsible individuals of society.

Unflinching in the immense values of traditional knowledge of astrology, Samir is passionate about spreading awareness about this scientific subject, which he does personally by running classes in astrology to educate people so that they take pride, promote, preserve, propagate and imbibe the eons old cultural heritage of one of the world's oldest civilization. The vision of this unassuming man goes far beyond the horizons and is power-packed!



ARCHANA SURESH KUTE, MD



# EMBODIMENT OF ambition grace AND compassion

*Her dynamic personality is nurturing and keeping over 40 diverse business verticals aligned to the common vision of the Kute Group, for over a decade. Mrs Archana Suresh Kute, Managing Director of “The Kute Group”, has with relentless passion, hard work and compassion kept the team inspired and enthused, while she remains the backbone of the conglomerate having pan India presence. She is an ideal partner to her industrialist husband Mr Suresh Dnyanobarao Kute, Founder & CMD of The Kute Group.*

## A CHARISMATIC PERSONA

The success story of The Kute Group remains incomplete without applauding Mrs Archana Suresh Kute's dedicated contribution. With the zeal to shoulder her responsibilities for the group effectively she completed her Master's in Business Administration from Symbiosis College of Pune, post marriage. Mrs. Archana believes that if a “woman has confidence and support of her family, then she can move mountains.” Her eventful life proves that belief, which began when her entrepreneur husband Mr Suresh Dnyanobarao Kute motivated her to join the The Kute Group, which

has businesses in edible oil, food, dairy products, refineries, automobile, clothing, and many more.

Even as she is passionate about taking all flagship companies of Kute to the next level, her creative vision in administration and leadership has enhanced the organization's over-all performance by several notches and upgraded Tirumalla brand to a high level. An invaluable asset to the group, she has also gained recognition as a living legend and inspiration for women who aspire for a prosperous life by bringing about a distinguished transformation in their lives. Mrs Archana observes that “Success is not an accident,

but consistent efforts with passion,” proving it true with her action and business acumen.

## LEADER PAR EXCELLENCE

Mrs. Archana efficiently strategizes the performance and presence of the Kute Group brand in the competitive market, ranging from premium brand Tirumalla Edible Oils and Foods with an exclusive range of Edible Oils; DNR Autotech - Automobile Engineering and Services divisions located at Aurangabad, Jalna and Pune; Dnyanradha providing banking services in many states across India; OAO INDIA - A Game development, Web

Development and Digital Marketing Company based in Pune ideated by her son Master Aryen Suresh Kute (Founder & CMD) at an incredible age of just 10 years. Along with it she also manages Tirumalaa Trends, an exquisite line of formal, casual, traditional and festive wears; Tirumalla Cotton Seed Oil Cakes - superior quality livestock feed good for increasing yield; Tirumalaa Coconut Oil- excellent quality coconut oil brand, The Kute Group Dairy Phaltan plant in Satara district and Tisgaon plant in Ahmednagar district that deal with dairy products. All corporate offices of the company are situated in Mumbai; Group Account and Finance, as well as IT Office, is located at Pune and regional offices operate from Aurangabad with head office at Beed.

“The Kute Group”, which has created employment opportunities not only across the Beed district but at pan India level., owes its global recognition because of Mrs. Archana's proactive efforts to offer value and

services to all mankind and live up to its sublime motto of ‘Keeping Mankind Happy’.

## THE MAKING OF KUTE GROUP

The Kute Group began its business from Beed (District), a nondescript place in the Maharashtra known to be a drought-prone region. The spirited attitude of the company overcame all hurdles and went on to build a reputed brand fidelity. The journey of the group started in textile and garments and commendably went on to diversify into other major business domains. Standing true to the promise of

## Recognition & Awards

- “GlobOil Asia Women Entrepreneur of The Year 2020”, Colombo, Sri Lanka.
- “Women Entrepreneur Of The Year 2019”, by Globoil Mumbai.
- “Yashaswi Mahila Award 2018” at Shivai MBN Expo, Aurangabad.
- “Krusha Mauli Award”, Nashik.
- “Citizen of Marathwada Award”, Aurangabad.
- “Times Power Woman West India 2020”, By Times Group, India
- Featured in “Women Entrepreneur India” a leading magazine that highlights the excellence of Women in Business.
- “Top 10 Women Leaders in FMCG 2021”

## SUPPORTING THE NATION IN COVID CRISIS

The Kute Group stood with the nation during the Covid pandemic contributing at its best. Mrs. Archana donated a sum of Rs 20 lacs through The Kute Group Foundation in the COVID 19 Relief Funds of India, i.e., Rs. 10 Lacs in The Prime Minister's Care Fund and Rs. 10 Lacs to Chief Minister's Relief Fund, respectively. Extending full support to Jio Zindagi initiatives to help the people affected during the lockdown, the Group provided wheat, rice and other daily requisites in and around Maharashtra.

Mrs Archana promptly issued an advisory to follow the Covid guidelines issued by the WHO and Central government to ensure safety of employees of the Group, conducted regular check-ups and emphasised on downloading of ‘AarogyaSetu’ app for update on risk factors in and around the area. The Kute Group holds all the frontline warriors serving the nation selflessly with highest esteem.

## CSR ACTIVITIES AND WOMEN EMPOWERMENT

A woman full of compassion for the society and the environment, Archana, heads “The Kute Group Foundation”, which is into several welfare activities. The foundation specifically helps economically backward children by bringing them into social mainstream through education, as well as supporting poor families facing any loss or economic crises.

Mrs Archana Suresh Kute, believes that “empowering women, is empowering nation,” and so everyone should respect women. Reposing strong faith in the abilities of working women, she observes, “A happy woman can keep all the members of the household happy and thus have a positive impact on the overall development of the country.” Archana aims to empower women, especially, from rural areas and develop their work efficiency amidst a corporate environment. To this effect, The Kute Group has on its muster roll more than a thousand women employees at its offices in Beed, Aurangabad, Mumbai and Pune. They are groomed in a manner that makes them feel confident not only in their personal and professional life, but also in their social lives. The company also supported female employees during the COVID pandemic so they could maintain work-life balance effectively.

Truly a role model for women aspiring to achieve their dreams, Mrs Archana Suresh Kute's boundless dedication, diligence, and sense of responsibility is equivalent to men, and at times surpasses them for the prosperity of The Kute Family and society at large.

**SUCCESS IS NOT  
AN ACCIDENT,  
BUT CONSISTENT  
EFFORTS WITH  
PASSION**



Creating a legacy of success comes naturally to Jalpa H Vithalani, a woman skilled in the art of innovation and forward-thinking business decisions. Steering every opportunity to its fullest potential, Jalpa weaves a fine tapestry of achievements sewn together in a soulful journey of inspired action with dedicated perseverance.

JALPA H VITHALANI, DIRECTOR

# ENRICHING business AND artistic SENSIBILITIES



Today, JTB Jupiter Express Services, is a provider of total logistics solutions that caters to celebrated clientele like DHL, FedEx, UPS, Aramex & DTDC who are offered International Courier Consolidation Services; Airlines like Emirates, Sri Lankan Airlines, Kuwait Airways and Saudi Arabian Airlines are extended Road Feeder Services, while the Export & Import Freight Forwarding Division takes care of Customs Clearances for both air and sea passage as well.

Jalpa takes pride in the company's success as it is not only a business that is lucrative, but also one that is known for a seamless network of dedicated professionals who work towards fulfilling an integrated vision of well-planned and sustainable growth, based on excellent relationships, ethics and satisfied customers.

With a changed approach and adherence to safety health norms, JTB Jupiter Express has actually expanded operations & achieved new milestones. A sure win is the launch and success of the Pune branch in December 2020. The Ahmedabad branch, set up in 2018 has seen a considerable rise in business in these times. The future plans include opening one more arm in North India in 2021. JTB's most recent accolades include Emirates appreciation award in Bangalore for outstanding performance in 2020-21.

Other than her role in making sure JTB Jupiter Express Services runs on autopilot, she is constantly engaged in nurturing her passion-project: Cosmic Heart Gallery. Founded in 2012, it is a translation of her love for all things artistic. Carved into the thriving heart of South Mumbai, the Gallery, since inception has been a space that welcomes connoisseurs as well as novices seeking to indulge in the tasteful and the aesthetic.

Cosmic Heart Gallery brings together the artists' expression, thoughtful curation and most of all a reverence for creativity to result in exquisite art and unique experiences for its patrons. With over 200 events and exhibitions, the space prides itself in showcasing the works of the new, the upcoming and the veterans in a vast range of art forms like music, film, art and photography.

As Founder and Head Curator, Jalpa is completely in tune with her creative sensibilities and taps into them to create exhibitions that are relatable, comforting and transportive. She finds that versatility, unheard-of techniques and sensory stimulation come together to ignite the art-lover in every person.

Each exhibition is an all-immersive experience that feeds her belief in a world without borders. The Gallery has partnered with several organizations on the exchange of art and culture, which it considers the foundation of peaceful co-existence.

A collaboration with the Consulate General of Argentina to bring artists like Pablo Ramirez Arnol and Gerardo Korn resulted in beautiful shows like 'Walking India' and 'Behind the Scenes ~ Buenos Aires' that highlight the importance of mingling world cultures. A recent virtual exhibition 'Cars in the Night-Buenos Aires' transports you to the archaeological neighbourhoods of the city showcasing vehicular marvels from the 60s and 70s. The photographs were a unique parallel to the way individuals parked themselves at home during the Covid pandemic.

An unmistakable event was the worldwide premiere of the English counterpart of the documentary 'A Million Steps for Love' by Sandra Korse that marked the

**From guiding a business to reach unprecedented heights to carving a space full of artistic delights, Jalpa has slowly and steadily built a career that exudes the warm glow of success.**

Gallery's 8<sup>th</sup> birthday. Jalpa curated an audio-visual virtual exhibition as an ode to the meaningful messages captured by Sandra as she documented the pilgrimage of 13 Dutch women as they walked from Jericho to Jerusalem via the West Bank of Palestine, all in the name of love.

Showcasing the renowned works of the Painter Prince- Raja Ravi Varma, was an honour indeed. The exhibition was a collaboration between the creators of the biopic, 'Rang Rasiya - Colours of Passion' on the artist that democratized the distribution of art in the country. The Gallery adorned its walls with the oleographs framed in hundred-year-old teak frames and celebrated Indian culture by curating an experience that saw graceful dance performances depicting Mahalaxmi Ashtakam, Dattatraya Abhang and Shiva Tandav that brought the artwork to life.

With an aim to raise awareness for wildlife conservation as well as support 500 local artists associated with the Ranthambore School of Art, the Gallery and Princess Diya Kumari have an upcoming



project - Eye of the Tiger, that will bring the majestic beauty of the jungle cat to the fore. A symbol of primal instincts, focus, vision and spontaneity, the exhibition will be an absolute marvel.

A mystical night unfolded to celebrate 100 years of the Haji Ali Dargah Trust. The courtyard of the holy shrine welcomed an exhibition of art for the first time ever and 400 guests. Cosmic Heart Gallery curated an evening featuring a performance of devotional music by the Tahir Faridi Sufi Qawwali Ensemble (the only non-Asian Sufi Ensemble in the world) that resulted in the authentic continuation of the ancient tradition of Sufi music. In addition, a collection of 'Moalla Calligraphy' by Kaveh Afraie from Iran was presented.

International art events like, Art Bahrain Across Borders - Bahrain's International Art Fair was also a noteworthy milestone in the Gallery's journey. The fair was held under the patronage of Her Royal Highness,



Princess Sabeeka Al Khalifa. As one of the 16 prominent galleries from around the world, Cosmic Heart Gallery presented two talented Indian artists - Natasha Lalla and Shailan Parker showcasing contemporary, abstract art that celebrates the contrast of both monochromatic and polychromatic techniques.

From collaboration with the Iran Culture House, Consulate General of Argentina, JJ School of Art, BPW International and others, the Gallery has become a platform for talent that is continuously striving to expand the world of art and its possibilities.

From guiding a business to reach unprecedented heights to carving a space full of artistic delights, Jalpa has slowly and steadily built a career that exudes the warm glow of success. Her mantra is to follow her instinct. Jalpa is quick to recognize the various opportunities that a company faces, act on them and leverage them. Innovation and inspired action are imbued in all her projects, be it art or aviation. Her focus and pursuit include nurturing business relationships, which she feels has added to her wealth quotient in life.



The City of Palaces - Udaipur, Rajasthan, is all about a fascinating history of a 450-year-old traditional hub pioneering heritage tourism, inspiring custodianship across the world. Visiting the city is like a walk into fairyland attracting tourists from every corner of the world to bask in its glorious past

# BRINGING THE WORLD TO CHARISMATIC UDAIPUR

**I**n this age of social media, Udaipur stands proud in sharp contrast, rooted deeply in a timeless zone of its own, never changing yet ever changing. A small dot in South Rajasthan on the map of modern India, with its population just under one million, Udaipur commands enormous influence globally, permanently lodging herself in the hearts and minds of all who experience her. She is all about a rich legacy of folklore and legends, about the royal lives of proud lineage of the Mewar dynasty. Maharana Udai Singh II of the Sisodia Rajput family laid the foundation of a new capital in 1553, and the sequence of events that followed is indeed history!

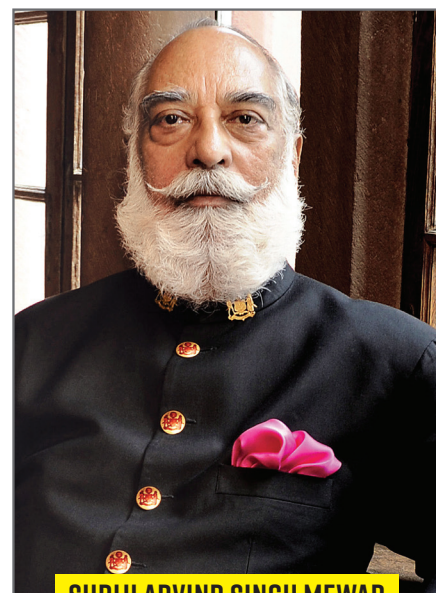
Since the 1960s, the picturesque city emerged as one of India's most preferred holiday destinations, voted year after year as 'one of the Top 15 Cities of the world to visit'. It continues to hold sway, a feat in itself. Udaipur remains a sought-after destination for grand and memorable weddings hosted in palaces, island-palaces, courtyards and lush gardens. Celebrity events, global conferences, with Bollywood and Hollywood film-shoots, have added to its timeless charisma. Intertwined amongst the well-known locations in Udaipur, every trip offers the chance to experience something new, not seen on the trip before, whether it is

a long winding lane taking you to the shores of the lake or an ancient temple reverentially lapped by its gentle waves or chancing upon curators working in a modern conservation lab within the City Palace.

"The story of Udaipur's rise to prominence on the world tourism map goes back to the 1960s," recalls Shriji Arvind Singh Mewar, Chairman and Managing Director of HRH Group of Hotels, which owns and manages Jagmandir Island Palace, Shiv Niwas Palace in Udaipur, Gajner Palace in Bikaner; the iconic Lake Palace Hotel and Fateh Prakash Palace are under management of Taj Hotels.

"Today's generation may neither be aware of, nor empathize with, the challenges we faced," he said, adding, "My father, His late Highness Maharana Bhagwat Singh realizing the need to preserve the palaces he inherited, converted them into hotels. That is how the Lake Palace Hotel came into being. Jag Niwas, our Family Palace on Lake Pichola, became a commercial enterprise and a self-sustaining business model."

Maharana Bhagwat Singh, quite literally, brought the world to Udaipur. "Marketing-branding whiz-kids have lessons to learn," said Shriji narrating how the Maharana toured United States, United Kingdom and



**SHRIJI ARVIND SINGH MEWAR**

Europe meeting and inviting Royalty, celebrities and hungry minds to experience more from Udaipur. "In the times of poor air connectivity, when trunk-calls on phone would take hours to connect, his network spanned several countries," he said.



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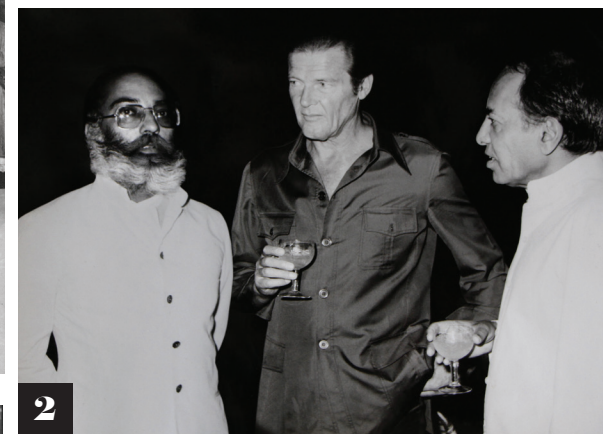


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**4. Mrs Kennedy at Jagmandir:** In 1962, the First Lady of United States Mrs Jacqueline Kennedy visited Jagmandir Island Palace. Seen here on the heritage motor launch on Lake Pichola, with Maharana Bhagwat Singh Mewar and members of her entourage.

The visit of Her Majesty Queen Elizabeth II in 1961 is a milestone in the story of Udaipur's spectacular rise. The reception at Shambhu Niwas Palace, Shiv Niwas Palace and the suites which Her Majesty and Royal Entourage occupied are fresh in memory. The Royal Visit was a trend-setter. What followed were equally historic, memorable visits of Ms Jacqueline Kennedy, First Lady of United States of America in 1962, and the flamboyant Shah of Iran in 1969. Udaipur was now where the who's who of the world were delighted to be guests of the Maharana of Mewar.

Octopussy, the James Bond classic, upped the ante. Through 1981-82 Udaipur played host to Hollywood stars Roger Moore, Maud Adams, Vijay Amritraj; Shiv Niwas Palace, Jagmandir and Lake Palace were captured on celluloid for the world to applaud. Shriji acknowledged, "Impact of Octopussy on the economy of the city of Udaipur, both then and continuing through



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**1. Her Majesty at Shambhu Niwas Palace in 1961:** Queen Elizabeth II being introduced to members of the extended Families of Mewar by Maharana Bhagwat Singh Mewar. It was a Royal visit that became a trend-setter.

**2. Udaipur's bond with James Bond:** Maharana Bhagwat Singh Mewar (right) with Roger Moore in 1982, the star of Octopussy, a film immensely popular even five decades after its release. Maharaj Kumar Arvind Singh is to the right of Mr Moore.

**3. Befitting of a Shah:** The Shah of Iran Mohammed Reza Pahlavi and his wife are welcomed in Udaipur on 5-6 January 1969 by Maharana Bhagwat Singh Mewar in traditional style, with flowers, garlands and songs all the way.

**5. A panoramic view of The City Palace, Udaipur, as seen from the Lake Pichola:** A mesmerizing sight with lights to welcome the night.

**6. Priceless Museum artefacts:** Shriji Arvind Singh Mewar is seen with Mr Howard Rickett at the Arms and Armoury Gallery in The City Palace Museum.

Photo Credit: Media Office, The City Palace, Udaipur

growth of our city."

The symbiosis of custodianship and citizenship is intertwined in the ethos of Udaipur thereby enhancing its splendid legacy. Shriji reiterated with pride, "Today Udaipur continues to interest people across the globe and we find generation after generation visiting the city of lakes appreciating and wishing to be connected with the vibrant heritage of Udaipur. This inspires the formation of co-custodians who acknowledge the unique contributions of Udaipur and benefit from its living heritage."

Udaipur continues to pulsate with vibrant life, thriving business and an ambience rich in art, culture and tradition accentuated with its warm hospitality. Each day, the water of the lake shimmers with the reflection of the setting sun quietly putting the city to rest with fascinating secrets from an era that continues to mesmerise the world.



# SHAKING OFF COVID-19 GLOOM, KIIT on Track to Achieve Record Placement for 2020-21 Graduating Batch



**Milestones in the new normal:** KIIT has smoothly conducted all academic processes like examinations, convocation, seminars, workshops, etc. on virtual mode due to its good technology and high internet bandwidth

The Covid-19 pandemic brought life to a standstill in the country and the entire globe. Even as the student community is among the worst-hit - academic activities are yet to resume in schools and colleges — KIIT Deemed to be University was the first institution to adapt to the “new normal”. It is the first university in the country to start online classes for its 30,000 students in 50 countries right from the beginning of the lockdown. Online teaching-learning, which is continuing successfully and effectively, has helped the university to maintain its academic schedule perfectly. KIIT has smoothly conducted all academic processes like examinations, convocation, seminars, workshops, etc. on virtual mode due to its good technology and high internet bandwidth.

KIIT was founded in 1992 as a modest vocational training centre by eminent educationist and social activist Prof. Achyuta Samanta. However, it was opened as a centre of higher learning in 1997, which is considered as the base year. The first batch of degree engineering students passed out in 2001. KIIT is known for its very successful track record in campus

placement since its inception. Maintaining the trend, it achieved excellent campus placement for the 2019-20 graduating batch.

Despite the prevailing pandemic situation, the university is on track to achieve record campus placement for its 2020 – 21 passing out batch also. The process, which commenced online from May, has already resulted in the placement of about 80% eligible students of the Schools of Technology (SOT) of KIIT Deemed to be University.

Shaking off Covid-19 gloom, as many as 140



companies have visited online for campus placement for the 2021 passing out batch generating 4000 plus job offers. Over 2500 SOT students have already been placed in different national and multinational companies. As many as 1600 students have multiple offers in their hands. Students have bagged job offers with high pay packages of Rs. 30 lakh, Rs. 24 lakh and Rs. 19 lakh, while the average salary is Rs. 6 lakh.

‘Day Zero’ dream campus drive alone resulted in the placement of top 35% students by MNCs. As many as 16 companies offered CTC of Rs. 10 lakh or more with Amazon offering the highest CTC of Rs.30 lakh. ‘Day-One’ campus recruitment drive generated 1800 plus job offers from four companies: Accenture, Cognizant, Capgemini, & Wipro. Accenture is the top recruiter with 718 offers. This is an excellent ‘Day One’ & ‘Day Zero’ conversions taking into account the current job market scenario, said industry experts. Beside, many companies visited KIIT campus multiple times this year like Accenture, Ericsson, Escorts, Infosys, Cognizant, Wipro, Capgemini, etc.

Many more companies have confirmed participation

in the 2021 campus recruitment program in the coming months and processes are still on using online platform to assess the students. Going by the commitments from companies, KIIT is set to achieve placement of all remaining students by April 2021. “Even during the lockdown due to global pandemic, KIIT authorities have worked hard to bring companies on virtual mode and place the students”, said Prof. Achyuta Samanta, Founder, KIIT & KISS. He applauded the efforts of Training & Placement Department for all the hard work.

Even though the campus placements are being conducted online, KIIT has bettered its record



compared to the last academic session. Campus placement in KIT School of Management and KIIT School of Law has recently started and it is hoped that these two Schools will also achieve cent percent success like every year.

Parents and students are very happy over the placement achievement in KIIT. After the outbreak of the Covid-19 pandemic, parents and guardians of students had become disheartened about the future of their children, particularly in terms of campus placement. The job market scenario was looking very bleak with the entire corporate world resorting to reduced staffing and even mass retrenchment due to the prolonged lockdown. However, against all odds, KIIT has been ensuring very good campus placement for its 2020-21 graduating batch. It has been possible due to the leadership of its founder Prof. Achyuta Samanta, who has ensured a strong branding of KIIT in the corporate world and an exceptionally proactive Training & Placement Cell.

KIIT has academic tie-up with 195 international universities providing an excellent opportunity for students to pursue higher education abroad. KIIT facilitates the academic placement of about 500 students every year in reputed national and international institutions for higher studies. Renowned academicians, industry leaders and prominent personalities from all walks of life visit KIIT and students gain immense exposure by interacting with them. Under the innovative platform Nobel Lecture Series, 22 Nobel Laureates have delivered lectures at KIIT on subjects ranging from medicine, chemistry, physics, biotechnology to economics.

Research accomplishments of the faculty and students demonstrate the positive impact of KIIT's focus on quality academics, research and innovation. Currently, nearly 100 research and consultancy

projects are funded by various national and international funding agencies. Faculty members and research scholars of the University have published about 12,000 papers in various national and international journals of repute. Over 4500 research papers have been indexed in international databases like Scopus with a high citation index.

Besides a truly world-class infrastructure, KIIT's focus on quality academics and research are reflected in its accreditation in high grades by various national and international accreditation bodies. It has been recognized as an 'Institution of Eminence' by the Govt. of India. It is accredited by NAAC in 'A' Grade and by NBA in Tier 1 (Washington Accord) for engineering streams. Its B.Tech programmes have also got the coveted Institution of Engineering and Technology (IET), UK accreditation.



**KIIT is known for its very successful track record in campus placement since its inception. Maintaining the trend, it achieved excellent campus placement for the 2019-20 graduating batch.**

**Besides a truly world-class infrastructure, KIIT's focus on quality academics and research are reflected in its accreditation in high grades by various national and international accreditation bodies.**

KIIT has been ranked 1st among self-financing institutions of India in the Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2020, an annual ranking by the Govt. of India. It is the winner of 'Awards Asia 2020' in the category 'Workplace of the Year' by the Times Higher Education (THE). Among several accolades, it has been conferred with the 13th Quality Council of India - DL Shah Quality Silver Award and Viswakarma Award by the AICTE. KIIT also has impressive positions in national and global rankings like NIRF, Times Higher Education (THE), Quacquarelli Symonds (QS) and many others.

Besides, KIIT has the highest contribution to promote sports and games in the country as a university. It has the most elaborate and comprehensive sports infrastructure located at an educational institution. KIIT has produced hundreds of talented sportspersons who have brought glory for India at various international level meets like Olympics, World University Games, Commonwealth Games and Asian Games.



# CREATING ENGAGING GAMING & WEB DEVELOPMENT SOLUTIONS FOR STIMULATING MINDS

MASTER ARYEN SURESH KUTE, FOUNDER & CMD



Wonder Kid, Master Aryen Suresh Kute, Founder & CMD, QAO Info India Pvt Ltd (QAO Info India), Pune, Maharashtra, is committed to entertaining the masses by crafting games that are engaging and appealing. He created two games namely, Krishna Makhan Masti and Indian Food Baash, that gained immense popularity amongst all age groups. Besides offering expert gaming and web development solutions to its clients, QAO India, established in 2018, also provides high-end customized software solution to clients for enhancing their brand awareness and digital presence for their strategic growth.

**T**he difference between ordinary and extraordinary is that little extra," famously uttered by the American football coach Jimmy Johnson perfectly fits the incredible prodigy Master Aryen Suresh Kute, who has amazed the gaming and digital solutions world with his talent. His keen interest in gaming and various other technologies, paved a path for launching his

Gaming and Software — Web Development Services & Solutions Company, QAO Info India when he was just 10 years old!

"It is humanly impossible for anyone to control a child's encounter or conversation during any unforeseen, undesirable, or a curiosity-driven circumstance. The other half of the 10-year-olds we mentioned above understand that during such unforeseen circumstances one should develop the mindset and attitude to overcome that challenge or problem and the same are developed within," observes the young lad, who understood that while facing an unpredictable problem, the solution does not lie in avoiding the adversity, but instead in withstanding it.

## IMPECCABLE AND REAL-TIME SOLUTIONS

The fact is that consumers will always have problems and as long as these problems exist, they will look for better, faster, and smarter ways to solve these problems. Keeping this aspects in mind, Master Aryen has designed gaming, digital marketing and IT solutions.

The company's game development studio is dedicated to making culturally relevant games and takes pride in propagating its vibrant and diverse culture to the world. "Entertaining and delighting our players with beautifully crafted games with simplicity at its core, we ensure joy to the players of all age groups," comments Master Aryen.

The company's software development solutions and services include Custom Application Development, Content Management System (CMS) Plugins, Ecommerce Development, MEAN Stack Development, Social Media Apps, Web Design, Template Design / Banner Design, App Design, and Email and Hosting Solutions. The company's digital marketing team ensures its client's online presence and provides complete branding solutions by developing various custom software solutions and services as per the client's need, that can smartly and effectively help leverage their business potential and growth.

The digital marketing services, whereas, include Search Engine Marketing (SEM), Pay Per Click (PPC), Social Media Marketing (SMM), Content Marketing, Social Media Optimization (SMO), and Search Engine Optimization (SEO).

## THE PHENOMENON CALLED ARYEN

The mastermind behind this company, Master Aryen had a liking for playing video games and mobile games from an early age. His curiosity ignited in him an interest in gaming and new technology for which he also studied and developed an understanding of



**Creativity is at the core of our games and keeping view of the larger picture we have used the best technology and systems. Study of gaming industry trends and understanding the needs of the target audience goes a long way in making exciting games**

## From the Client's Desk

**One of the attributes that define the success of a company is its happy clients. Some testimonials that justify that QAO India has already touched the zeniths of success**

### Dnyanrradha Multi-State Co-operative Bank

"Our Bank Website and 'Dnyanrradha Bank Calendar Application' is developed by QAO Info India Pvt Ltd and it is made creatively, it is informative and has exceeded our expectations."

### DNR AutoTech

"We are delighted to be a client of QAO Info India Pvt Ltd. They have created a fabulous website for us."

### Tirumalla Edible Oils & Foods

"From Planning, Content Writing, Web designing to implementation, QAO INDIA has helped us in sorting out everything with full efficiency."

software products and services. All these together motivated him to start an IT company named QAO (Online-Aryen-Organization) India.

Master Aryen's participation in the industry visits, board meetings of company and close association with sales and marketing team, accompanying his parents and role models- Mr Suresh Dnyanobaro Kute (Founder & CMD of The Kute Group) and Mrs. Archana Suresh Kute (MD of The Kute Group) gave him at a tender age, exposure, the insight and the vision of a true entrepreneur. Recipient of The Youngest Entrepreneur Award (2019), bears testimony to his rare skills. Today, he strategically guides the company and leads it to the trajectory of tremendous success with a visionary zeal.

## AHEAD IN THE INDUSTRY AND INNOVATIONS

The trajectory of success is not easy given that there are constant innovations and advancements in the industry and thus a lot of competitors as well. However, Master Aryen's strategic planning, eye for detail, and customer-centric solutions help the company have a competitive benefit over its competitors. He has made a mandate to ensure that the company evolves as a leading gaming solution provider, which includes focus on your audience, having insights about their preferable genre of the game, game mechanics and most importantly characters/storyline so as to develop the games characters with audio-visual effects, etc. "Creativity is at the core of our games and keeping view of the larger picture we have used the best technology and systems. Study of gaming industry trends and understanding the needs of the target audience goes a long way in making exciting games," comments Master Aryen.

## TOWARDS A REMARKABLE FUTURE

While the company is continuously working towards becoming a leader in the game entertainment and web development industry by providing quality products and services with professional expertise, it also plans on offering novel customer-centric solutions.

"With the help of high-end research and development team, we are planning to create design assets and collect resources that will allow our brand to grow consistently over the next few years. As a booming game and web development industry, we are looking forward to creating profoundly engaging and entertaining games and software solutions that will reach the hearts and minds of gamers and make their lives happy by taking QAO Info India to greater heights," concluded Master Aryen on a positive note.



# Pioneers of Pre-Engineered Buildings in India



**ANKUR BEDI, DIRECTOR -  
BUSINESS DEVELOPMENT & PROJECTS**

With core values of providing the customers with high quality products at competitive prices, Cold Steel Corp. was founded in 1977 by Mr. Rajwansh Bedi with the vision of introducing Pre-Engineered Buildings to the Indian market. Cold Steel Building Systems pioneered the concept at a time when steel was scarce and customers were not aware of the advantages of using custom built steel sections and pre-engineered structures. Since then, Cold Steel Corporation has emerged as a leader in meeting the exact needs of Indian P.E.B market by introducing world-class steel building designs and details exactly suited to local conditions and the available building materials

**C**old Steel Corporation has been at the forefront as pioneers of innovation in the PEB industry in India for over 4 decades. Comfortably entrenched in the business since 1977, the company has successfully completed more than 10,000 buildings till date. Having the widest range of PEB systems and offering comprehensive building solutions, including foundation designs, pre-engineered steel structures, roofing and side sheets/cladding, complete accessories and installation, Cold Steel Building Systems happen to be amongst the primary choices for PEB manufacturer in India.

Having built some state-of-the-art buildings ranging from Asia's largest float glass manufacturing facility for Saint-Gobain Glass Ltd. at Chennai and Bhiwadi to the iconic 26 story IFCI Building in the heart of New Delhi, the laurels achieved by the company in the field of steel building manufacturing are unmatched.

Today, Cold Steel is not only catering to the entire Indian market, but has done more than a dozen major projects abroad and are looking at sustained business opportunities in the North American markets. Cold Steel Corporation is one of the very few enterprises in the area of infrastructure today, which is entirely self-financed and 100% Debt-Free. With an overall installed capacity of 80,000 Metric Tons Per Year and 75,000 Sq. mtrs of entirely automated plants including a state-of-the-art facility for manufacturing premium quality Aluminum Foil Bubble Wrap Insulation, Cold Steel Corporation is one of the largest PEB manufacturer today.

The company is committed to the mission of delivering top quality building solutions, with continuous and ongoing investment in people, products and technology and so strives to build sustainable relationships with customers, by satisfying their evolving needs,

safety and lifestyle through the employees whose entrepreneurial spirit and ambition is fuelled by the culture of pride, learning, earning and professional growth. The products and services reflect innovation, become quality benchmarks and provide real value for money. The policies and practices are fair, transparent and constantly improving to maximize customer satisfaction by delivering products and services of the best value and quality. The company strives to honor the commitments, implied or expressed, to both the internal and external customers.

In today's day and age when resources are scarce and the time to set up the project is limited, that makes pre-engineered steel buildings the most effective answer and viable solution. Along with being highly cost effective, constructing a multi-storey

square feet by 2030 from 7 billion square feet in 2010. It is expected that nearly 34 percent of 2030 target had already been constructed and about 66 percent of the building stock is yet to be constructed. Although at an emerging stage, the pre-engineered steel building construction will certainly see widespread application in multi-story commercial buildings and housing sector in the coming years and the growth in this area is inevitable.

In the recent years, multi-storey segment has shown huge growth. Until recently in India, steel construction was associated with industrial buildings. Now, with the rising economy and multinational companies entering the country, new buildings whether residential, commercial, retail, hospitality or IT parks are all changing in terms of construction,

turnkey solutions, right from the foundation designs to the completely installed building. Cold Steel has also been the pioneer in multi-storey steel building construction, having completed the legendary 26 Floor IFCI building in New Delhi in the early 90s. Recently, Cold Steel has completed a 5 floor Steel building for multinational automotive client at Pithampur near Indore that serves as a corporate office block for company. Built over an area of 3500 sq. mtrs in just 30 days, it has set a new bench mark in the field of multi-storey steel building construction, exemplifying speed, finesse and the high-quality standards. On approval of the designs from the client's end the fabrication at Cold Steels' Plant started immediately. While the client was completing the foundation work on the basis of the detailed foundation drawings, anchor bolts and



**With immense experience and world-class quality backing it up, Cold Steel Corporation will undoubtedly be a leader in the multi-storey steel building segment. The world of tomorrow belongs to choices that are minimalistic, sleek design, easy to maintain while offering a unique liveable space and experience**



building in steel is much faster saving precious project 'Set-up' time which is a big drawback in case of buildings made through conventional methods. With depleting natural resources, steel buildings offer the best option of a completely dry and mechanized way of construction making it a green and environment friendly way of construction.

Innovation, quality and affordability is the cornerstone of this unique industry vertical, which has made in-roads into the commercial building sector in India, estimated to reach a target of 20.44 billion

design and look which is driving the demand for steel buildings. Multi-story pre-engineered steel buildings can accommodate a wide range of functions and can adapt to a wide range of architectural styles. As a new age alternative, steel multi-storey buildings offer the benefits of quick construction coupled with cost viability and sustainability unlike the conventional methods, which are tedious when it comes to achieving timelines; nor do they conform to the green building standards.

Uniquely, Cold Steel Corporation provides total

templates provided by Cold Steel, Cold Steel was ready to supply the material in matter of 2 weeks. The installation of all floors was started simultaneously and was executed at an incredible speed with the highest safety standards.

With immense experience and world-class quality backing it up, Cold Steel Corporation will undoubtedly be a leader in the multi-storey steel building segment. The world of Tomorrow belongs to choices that are minimalistic, sleek design, easy to maintain while offering a unique liveable space and experience.



# CRAFTING CREATIVE LIVING SPACES

**AR. ADITYA BEGAMPURE, OWNER & FOUNDER**

Ar. Aditya Begampure is an influential entrepreneur when it comes to accomplishing architecture and interior projects in Maharashtra, Karnataka, and Goa. His vision has culminated in a firm with the inception of AB Design Studio in the year 2001 with the objective to provide customized architectural and interior design solutions to the clients. Based in Kolhapur India, this unique firm has paved its way successfully for itself, a journey that began 20 years ago.



## MAN BEHIND AB DESIGN STUDIO

Ar. Aditya Begampure has built a strong work portfolio dealing in architecture and interiors of a variety of clients. Whether it is the interiors of homes or that of offices or hospitality ventures there is not a single stereotypical design pattern that AB Design Studio has ever used in any of its designs. Uncompromising in terms of the project's design aspect, Ar. Aditya caters to every nuance in accordance with the need of the client and space functionality with a finesse that has been noticed and given recognition with various excellence awards by reputed organizations. Well versed in the current field knowledge, Ar. Aditya is an active member in the area of architecture academics with a strong social media presence. A much-focused individual, he has inspired many young architects to start a firm and take on projects independently whether it's on a smaller and bigger scale. The influential architect is an ace in striking a stupendous work-life balance.

## CORNERSTONE OF AB DESIGN STUDIO

AB Design Studio has a profound understanding that

the needs of people of all contexts govern the style of architecture and should be planned accordingly. This philosophy has seeped down to all stages while creating a building in an integrated approach. The firm's rapport with the client has therefore, been governed by the desire to optimize the utilization of resources of cost and time for providing their needs. Most importantly, ABDS' forte lies in conceptualizing excellent designs and creative solutions with a vision and capability to achieve the same and that is what matters the most.

The AB Design Studio, hums with a collaborative approach to work and with such kind of dynamics, the work gets done more efficiently and effectively. The credit goes to Ar. Aditya for having cultivated a culture where his personal touch in terms of his valuable time and energy connecting with all the members of the team on each project, is inspiring. On 30th Jan 2021, as a gesture of gratitude towards everyone's contribution to AB Design Studio's grand success, was marked with a gala celebration. When Ar. Aditya started the firm in 2001, he was supported by just 2 other fellow members. Armed only with his passion, knowledge and leadership skills, he worked his way up to launch his start-up. Compassionate, Ar. Aditya passed on his skills by training many young candidates selflessly and anonymously

contributed to individual tuition fees every year. His camaraderie with his workers and employees on purchase of a property or building a shelter for them has perpetually inspired many people to invest in the real estate domain, who today are very grateful for his advice. It's not just the architecture field, his friends and close family members cherish and appreciate him for his prominent spirit of entrepreneurship and he thrives on their support and trust.

## EXPERTISE AND OFFERINGS

An architectural firm with a difference, the AB Design Studio team is trusted for its design-based solutions that are not only creative, but also optimize the use of all resources efficiently. All the designs created are aligned with the present-day scenarios keeping the need of the larger society in mind. With vast experience in delivering office-based solutions, the outcomes reflect an ambience of professionalism apart and a gorgeous look to the space. The firm has also produced impactful home ideas where the concept of interior designing goes much beyond decorating the walls. With the objective to present a masterpiece of art that clients would love to show off for years to come, a team of professionals strives to deliver innovative ideas and concepts. Landscaping is another forte of the firm where ideas are created to complement the facade and



Ar. Aditya caters to every nuance in accordance to the need of the client and space functionality with a finesse that has been noticed and given recognition with various excellence awards by reputed organizations.



## AWARDS

- 1. A&I Digest Awards, 2016**  
Won- Citation Excellence in Designing Weekend Homes
- 2. Architecture & Interior Design Excellence Awards, 2018**  
Won-Top Architecture Firm, Kolhapur.  
Category- Corporate and Commercial



- 3. National Quality Excellence Awards, 2019**  
Won- Best Architectural Firm in Maharashtra
- 4. GABA (Global Architect & Builder Awards), 2020, Dubai**  
Won- Best Interior Designer - Residential
- 5. National Business Leadership and Services Excellence Award, 2020**  
Won- Best Architecture Firm in Western India
- 6. Pride of Bharat, 2021, Delhi**  
Won- Architecture and Interior Designer Firm of the Year

home décor of its clients. A motivated team at the studio has been handling such projects with panache and naturally, the outcome to each one of them surpasses expectations. AB Design Studio is equipped to provide all turnkey solutions under one roof which significantly reduces the total duration of the contractual process, and seemingly lowers the cost when all the elements are integrated under one provider.

## FIRST CHOICE OF CLIENTS

AB Design Studio has a successful legacy of expertise in creating quality-based architectural solutions for over 20 years now. The assurance of having a trusted Architecture in Aditya at the helm of the team enhances the results manifold in offerings to clients across categories of architecture, office, home and landscaping. Understanding the vital aspect that quality assurance is what makes a team successful in its work is what makes the deliveries by the studio at par with the best in international standards. As per the rules and regulations regarding the materials used, the firm takes care of each aspect so that the service offered is uncompromised and commendable. A keen eye and know-how to handle any exigency again places the team in a confident position, where the team has developed the expertise to translate any concept into the form of any design with its exemplary skill, and past records bear testimony to these claims. This detail to design means that the ideas a client get from the Studio are contemporary and imaginative. Thus, AB Design Studio has handled multiple kinds

of projects like residences, commercial spaces, educational campuses, hospital, hospitality buildings, weekend/vacation/farm homes.

The accommodative team alters its work as per the client's requirement leaving absolutely no room for discontentment. Client satisfaction is AB Design Studio's top most priority and this reflects in the reviews and testimonials of the growing clientele, who would be more than happy to vouch for this dependable house of architecture and interiors.





DEVASHISH KAMDAR, FOUNDER

The young entrepreneur, Mr Devashish Kamdar, aged 26 years, is a finance and management graduate from University of Nottingham, UK. His prolific intelligence infused a fresh life to the family business of jewellery making with innovative thinking. He chose to tread on uncharted terrains as Founder of flagship enterprises of Sudev Group- Occasions Fine Jewellery, Rarever Fine Jewellery, Gaurav Gupta Occasion Fine Jewellery, and Estuary the world's first epicurean water founded in 2020

# CREATING HISTORY FOR THE FUTURE

## ESTUARY-MAKING WAVES IN EPICUREAN WATER

Estuary, one of the biggest innovations in the water industry, is making headlines as a magic elixir! Till recently, epicurean taste was limited to cuisine, but Estuary with its range of highly formulated pairing waters when blended with the products it is mixed enhances the taste like none else. The concept of Estuary was created around water, in order to give a luxurious and indulgent experience, along with a touch of finesse in every product a human consumes. Estuary, is India's first glass bottled luxury water brand and the world's first epicurean water making waves with its sparkling bubbly.

The unique enterprise conceptualized by Devashish, emerged from the compulsion of exploring new business avenues after the Covid pandemic struck. A challenge that Devashish overcame with flying colours. The most consumed product, water was made the basis of this prosperous business of Epicurean water, narrowing chances of setback. Innovative in its approach, there are 8 variants of Estuary that are poised for launch in this financial year 2021. The eco-friendly Estuary water bottles are 100% plastic free, which brings the carbon foot print to 0, while providing better hydration. The epicurean water is all about bringing the correct balance between nature and luxury. Estuary believes

in purifying the Gift of God, By the gift of God, For the Gift of God-Human Beings!

## OCCASION FINE JEWELLERY- ADORNING THE BRIDE

Heir to Mr. Bhavesh Kamdar' flourishing jewellery and pioneering real estate businesses in Ahmedabad, Gujarat, Devashish was fascinated about jewellery, luxury and fashion since childhood. After completing his graduation, he underwent 3 years of rigorous apprenticeship in gems, precious metals and manufacturing of jewels at the company's Mumbai factory. The scion went on to launch Occasions Fine Jewellery, which is the retail arm of Sudev group.

Occasions Fine Jewellery is recognized as a brand for setting benchmarks of excellence in bridal ornaments at its two boutiques, one each in Ahmedabad and Mumbai. Indian weddings are memorable moments for the family particularly for the bride for her once-in-a-lifetime grand day where she is the centre of attraction. Her poise, make-up, bridal dress and ornaments together turn her into a princess to be married. This feeling and importance is understood like none else than Occasions Fine Jewellery who strive to make every bride's dream come true and her special day unforgettable too. Brand OFJ bears the mark of a grand legacy in the manufacturing of fine jewellery since three generations. With the finest and latest techniques in-

collection of ornaments made with the rarest cut of diamonds, set and crafted in designs inspired by unique and rare motifs borrowed from flora, fauna, architecture, sculpture and occasions brought alive and relived in the jewels. These ornaments befitting to be heirlooms has an ardent overseas clientele from the well-heeled society, who are passionate about having only the best jewel in their collection to flaunt. Each piece of jewellery showcases the ethos of class, look and immersive indulgence. The Rarever Fine Jewellery boutique is located in the heart of Mayfair, London, also being one of the first jewelry brands from India to be present at the famous Bond Street, London. Only those for whom price tag does not matter walk in to pick the best jewel in town!

## GAURAV GUPTA OCCASIONS FINE JEWELLERY- INSPIRED BY A CLASSY ETHOS

Jewellery designed and crafted at GGOFJ speaks an entirely different language in the realm of ornaments. The jewels are conceptualized by the renowned name in the fashion world, Gaurav Gupta, who is known to change the language and couture with his daring approach to creative fashion. He breathes in a new life and soul to each piece of jewellery that are an instant hit with customer, who know the true value of ornament especially designed by the best designer in town. Jewels of GGOFJ is a must buy for your jewellery collection.

Every piece of jewellery crafted and manufactured by GGOFJ is a seamless combination of pure precious metal studded with high quality diamonds and rarest

house jewellery manufacturing facility, the brand has a showcase of 5 genres of collection where each genre consists of exquisite designs crafted on its ornaments with a very high grade of artisanal finesse. The jewels manufactured by OFJ are of the most precious metal studded with naturally mined gemstones and flawless diamonds. Occasions Fine Jewellery is fit to wear for all occasions.

## RAREVER FINE JEWELLERY-INSPIRED BY THE SPIRIT OF EXCLUSIVENESS

Rarever Fine Jewellery (RFJ) is a high- end luxury jewellery boutique, which possess an exclusive

**Rarever Fine Jewellery is a high- end luxury jewellery boutique, which possess an exclusive collection of ornaments made with the rarest cut of diamonds. Each piece of jewellery showcases the ethos of class, look and immersive indulgence**

of rare cuts of rose cuts to give the finest brilliance and irresistible longing to possess them. Each jewel makes an exclusive statement of its own conveying a message about nature in forms of forest, water and wind, bringing alive the enigma of nature in them.

GGOFJ boutique, located in the national capital, New Delhi, has an enviable clientele, connoisseurs, who adorn themselves with nothing but the most exclusive piece of jewellery on them. Their life is a style statement and GGOFJ makes that happen. Devashish, is blazing the jewellery business and swimming strong in the wave of success of Estuary to cross over to a new decade!





# The Intrepid & Inspiring Woman Entrepreneur

**DR. SNEHA RAKESH, FOUNDER**

Time and again, women have proved that they can achieve anything they set their mind to. The industry has seen a radical shift, with many women entrepreneurs making an impact and standing on par with their male counterparts. One such notable young woman entrepreneur of global stature is, Dr. Sneha Rakesh, Founder of Akarmaxs Tech Pvt Ltd, Karnataka, who is breaking all the barriers in the highly competitive tech industry. She firmly believes that women are capable and efficient as male entrepreneurs proving it by her success and achievements.

AKARMAXS TECH PVT. LTD.

## A FASCINATING WOMAN ENTREPRENEUR

Dr. Sneha Rakesh also proves that, “hard work and determination will make your dreams come true”. She has worked her way from a rural neighbourhood to world forums winning several international awards. Her life is one daunting journey of tough challenges, which she has faced and overcome with tremendous grit and determination to achieve success fulfilling her life’s dream. During this journey she has not only achieved her goals, but has also helped and inspired thousands of youngsters to achieve their dreams. She is now an influential entrepreneur of global stature. Even after accomplishing multiple goals in her life, her vision is targeted on new benchmarks of excellence and growth targets. Dr. Sneha Rakesh also makes sure that fame and success does not distract and stop her from being a philanthropist. Her gracious donations have helped many households and young minds, who aspire to follow in her footsteps.

## HIGHLIGHTS OF DR. SNEHA'S LIFE AND EDUCATION

Dr. Sneha Rakesh comes from a humble family from the rural parts of Hassan, Karnataka, where she did her schooling entirely on scholarship with merit. A brilliant girl with abundant entrepreneurial aspirations, Dr. Sneha Rakesh after completing her school education, pursued diploma in computer science from Smt. L V Polytechnic College in Hassan. Having started working at the age of 19, she completed MSC Computer Engineering degree from M S Ramaiah School of Advanced Studies in correspondence. Having seen the deprivation of opportunities and desolation of the youth because of it, this young girl was keen to help the youth hailing from villages, small towns or those from economically poor backgrounds to pursue their studies and dreams. These issues laid the foundation of “Samgraabhivrudhi Trust” to address the social cause which was dear to Dr. Sneha Rakesh and her desire to support the youth.

## THE MAKING OF AKARMAXS TECH PVT. LTD., ITS GROWTH AND SUCCESS

Dr. Sneha Rakesh is the Founder and Managing

Director of Akarmaxs Tech Pvt Ltd. She established the tech-based company in 2015 to provide web and app development services that helped businesses stand out in the crowd.

With the dawn of the internet era, she soon saw an opportunity in the digital marketing sector, which she could leverage to expand the company for providing branding and complete digital solutions to clients apart from web solutions. Along with maintaining a top-profile clientele, the company also helps small businesses enter the digital space to get their businesses thriving.

Under Sneha’s leadership, Akarmaxs has made its presence felt in various parts of the world with offices in Singapore and Dubai. Akarmaxs is equipped with bright and experienced team of Software developers and digital marketers, whose



**Women can achieve great things. We just need to focus on our goals and reduce our distractions.**

expertise in handling complex business problems and providing advertising solutions, brand identity, web solutions, and creating 360 degrees digital marketing strategies make them market leaders in the industry.

With several in-house projects of over 50 clients, Akarmaxs has become a hub where clients’ ideas are realised, providing them with the best of solutions for helping businesses to thrive in their respective fields. It also has two sister projects - Connectpro and Influencer pro. These projects were launched to connect professionals and customers on a single platform. Influencer pro helps build a meaningful relationship between brands and influencers. In 2018, Akarmaxs got recognized as a Fastest Growing Company of the Year, which speaks of the high

INFLUENTIAL ENTREPRENEURS

## Awards & Honours

1. National award for Indian emerging icon for best young Entrepreneur
2. Most promising business leader of Asia-The Economic Times
3. Women Entrepreneur of the year 2020-BusinessMint
4. Received Felicitation from Forbes India for her incredible work
5. Dynamic Business leader award 2019-2020
6. Dr Abdul Kalam research centre professional award
7. 10 best women leader in technology in India
8. Top 40 under 40 EU- Brussels India leaders
9. Most inspiring women in India

standards of commitment and service offerings of the establishment.

## HEART FULL OF COMPASSION

Dr. Sneha Rakesh runs a non- profit organisation named “Samgraabhivrudhi Trust” which mainly focus on eradicating unemployment. Hailing from a humble background and having had to overcome various hurdles to succeed, Sneha understands and shares the pain of millions of people like her in India. Samagraabhivrudhi Trust provides training to underprivileged, unemployed students. The trust has successfully trained more than 2000 underprivileged youths. It also helps women from the rural part of India to become self-sufficient and start their entrepreneurial journey by providing necessary skills training. Conscious of her role as a responsible citizen



10. Out standing women leader for business excellence
11. Most promising leaders of Asia-economic times
12. 30 Incredible India CEO-CEO Story
13. India's Fastest Growing Brands and leaders2019-2020
14. Jewel of indie award-Delhi
15. Global Achiever Mahatma Gandhi Leadership Award at House of Commons, British Parliament, London
16. Hindh Ratan Award, New Delhi
17. Women Achiever of the year-(eMERG)2018
18. Aryabhata International Award

of the country, Dr. Sneha Rakesh has come forward during natural disasters to magnanimously donate medicines, food, sanitary pads, and other essential items in several parts of Karnataka.

## ACHIEVEMENTS AND AWARD

Dr. Sneha Rakesh is not only a successful businesswoman, but she is an inspiration to all aspiring women entrepreneurs in India. Her social organization Samagraabhivrudhi Trust and business, Akarmaxs Tech Pvt Ltd., have received several accolades at global level. Sneha received the International Achiever Award, Bangkok, an Honorary Doctorate from Niti Aayog, and was also bestowed the Women Achiever of the Year Award by Natural Resource of India, Rashtriya Yuva Puraskar.



# A REALTY VISION THAT GOES BEYOND SQUARE FEET & SQUARE YARDS

The larger realty spectrum in India is experiencing exponential growth with increasing number of enterprises aggressively pursuing newer market opportunities across the nation. Amidst all this growth, a few companies stand apart creating a niche space for themselves. Suchirindia, helmed by Lion Dr Kiron is one such enterprise that's evolved into an iconic realty, infrastructure and hospitality brand over the years.

DR KIRON, CEO

## THINKING BEYOND THE CONVENTIONAL

In this age of measuring success in terms of square feet built or square yards developed, Suchirindia is creating a unique legacy. The conglomerate with interests spanning real estate, construction, infrastructure, hospitality and continuum is powered by one man's quest to reimagine a new future for the sector, Lion Dr Kiron, CEO of Suchirindia. Elaborating about the group's blueprint for future, Dr Kiron avers, "We were never into treading the beaten path. Whatever we did way back when we entered the realty landscape, proved to be trendsetting at multiple levels. Be it corporate governance or commissioning rapidly appreciating ventures or delivering total customer delight, we blazed a trail that's still followed. Right now, we are aggressively pursuing a growth agenda in a niche space. It's all about commissioning landmark projects. If it's a Suchirindia property, then it's got to be an iconic venture. Right from the strategic location and cutting-edge amenities to green spaces and tech powered facilities, every single element associated with a typical Suchirindia project spells class and reiterates our commitment to exceeding consumer expectations." And true to his word, all Suchirindia ventures have gained iconic status across diverse geographies.

Dr Kiron believes that real estate sector in India is tipped to reach a market size of US\$ 1 trillion by 2030 and contribute 13% to the country's GDP by 2025, with CAGR increasing by 19.5% from 2017 through 2028. Yet there is a glaring gap when things are perceived from the prism of eco-friendly living, convenience, minimized commuting and world class amenities, more so in the post pandemic times. And Suchirindia is exploring this gap.

## ESSAYING AN ADVISORY ROLE

Lion Dr Kiron is not just a subject matter expert and an acclaimed author who has penned some bestselling publications on realty and allied areas; he is a sought-after mentor providing professional insights and analytics to many countries in the rebuilding mode. Representatives from countries like Sri Lanka, Kazakhstan and some African nations consult him regularly while taking critical construction and infrastructure development decisions. Suchirindia has, over the years, grown into an aspirational brand and a reference point that's synonymous with smart, new age realty projects. The fact that the group has executed several prestigious construction and infrastructure projects across varied landscapes spanning Asia and eastern Europe is a case in point.

## VISION 2025-2030, SEAMLESSLY INTEGRATING AFFORDABILITY, LUXURY AND SUSTAINABLE GREEN LIFESTYLES

Suchirindia recently launched two projects- The Tales of Greek, luxury suites and studio apartments and Giza Polis, premium villa plots which showcase the group's quest for a niche market presence. Tales of Greek located in Satamrai, Hyderabad, is an up-market venture offering absolutely classy and tastefully designed luxury suites and studio apartments at highly affordable prices. The venture offers best in class amenities and facilities including green spaces, top end construction, easy connectivity, world class fittings and furnishings, swanky club house and a fully loaded business centre floor wise. Giza Polis is a luxury villa plots venture inspired by the Egyptian Pharaoh lifestyle. Spread across a massive 11 acres of lush greenery, the premium venture sits pretty right next to the Shamshabad International Airport, in Kothur and next to a bustling neighbourhood with all amenities. Talking about the recent projects, Dr Kiron quips, "Through our new projects we are looking at unveiling a game changing concept that offers wholesome, healthy and luxurious living at costs that are affordable by a wider cross section of the society. We are devising living and working spaces that are fully equipped and self-sufficient, green habitats. I personally want all our ventures to be ideal destinations for people to live, work, network and celebrate life. Our new projects are testimonies of the same, replete with world class amenities, smart design and eco-friendly deployment in strategic locations." Stating his organization's Vision 2025-30, Dr Kiron elucidates, "It's about the seamless integration of living spaces and work areas leveraging technology and eco-friendly methodologies.

By 2025-30, we envision a whole new realty landscape dotted by integrated spaces that allow people to live and work amidst picture postcard settings, lush greenery and top end facilities. Every living space needs to be complemented by a work area or a business centre that makes life easy and comfortable. In fact, minimized commuting also helps in reducing the carbon footprint."

## ACHIEVING TRANSFORMATIONAL BENEFITS BY INVESTING IN SUNSHINE SECTORS

Suchirindia is now eyeing new verticals and unexplored topographies to fuel its expansion plans. Sharing his thoughts on the same, Dr Kiron reveals "I have always been an avid traveler and have visited more than 150 countries including Arctic and Antarctic zones. My vision for the future is an amalgamation of all my travel experiences. Hospitality, leisure and tourism are some of the areas where we would be investing substantially. We are going to bet big on the concept of 'staycations' where people stay in luxurious hotels or Green zone resorts to beat stress and recover. By 2029, India's tourism sector is expected to grow 6.7% and reach Rs 35 Trillion contributing about 9.2% of the total economy. Likewise, the hospitality sector is also bound to register a positive CAGR very soon. We would like to tap these opportunities and explore newer avenues. Our footprint in these sectors will not be restricted to India alone. We are looking at robust investments across the APAC region. Suchirindia is all set to be a full-fledged global brand."

## PIONEERING THE CONCEPT OF FARMLAND LIVING

Suchirindia is pioneering the concept of offering farmland-based lifestyles, taking the organic living

theme to its next logical level. Demystifying about the group's strategy, Dr Kiron adds "Whenever I would go abroad, I would make it a point to visit farmlands and massive ranches. I have always admired the lifestyles of people living there. And that's when it struck me; why not we have that as a regular, day to day living concept right here in India! Taking the idea further, we propose to offer curated farmlands replete with organic plantations, zero pollution environs, tech powered amenities and eco-friendly houses for true connoisseurs of fine living. I am personally invested in propagating the idea of living in greenery enriched, technology embedded farmhouses as part of a healthy, stress free lifestyle." He signs off by saying that the future belongs to only those who can reimagine, rediscover and reengineer the true joy of living in the post Corona times.



**Our constant endeavor is to enable the larger realty sector achieve transformational benefits leveraging innovation in a sustainable format**



# WINNING HEADS OR TAILS

**MANISH HATHIRAMANI,**  
PROPRIETARY TRADER &  
TECHNICAL ANALYST

Just 37 years of age, Manish Hathiramani, is a man driven with a purpose. In February this year, he was felicitated with the prestigious “Business Leader of the Year” award by ET NOW (The Economic Times Group) in the category “Proprietary Trader of the year” in Mumbai. His list of achievements and accolades are brimming and so is the confidence of the humble Proprietary Trader and Technical Analyst from Kolkata. His hefty expertise and experience has added more brilliance to his abilities and persona. In conversation with the Fortune India Exchange, he shares his successful journey in the volatile world of the Nifty.



**M**“My forte lies in trading the NIFTY, the benchmark index of the National Stock Exchange, India. I have spent the last 15 years focusing exclusively on this format of trading,” says the expert who was fascinated by the capital markets way back in 1993 at the tender age of 10 years!

Manish recalls with some mirth how he was enamored by Harshad Mehta, known as ‘The Big Bull’ of the trading world! Until then, unaware of the scam or his doings, but seeing his pictures in leading publications like The Dalal Street and The Economic Times, made Manish daydream to grow

in stature to be able to comment on the markets, appear on television giving his views on stocks and be recognized as a leading expert in the field. The infamous stock market crashes of 1993 and 1998 disturbed Manish to see people around him sulking as they lost money on the bourses. By then he was about 15 years old and understood the markets a lot more. “It was for the first time when I asked myself that if markets rose, was that the only one way in which people could make money? Was it not possible to make money when markets crashed? Is everyone destined to fret when markets fall? There

must be someone who is exulting while the markets crack in the southward direction? Such questions perplexed me”, recalls Manish.

An alumnus of La Martiniere for Boys school, Kolkata, he left for Bond University, Australia in 2002 to graduate in International Business. In the next two years, Manish specialized in 4 majors – international finance, economics, global business strategy and his favourite subject – statistics. His keen interest in the markets continued and topics like Granger causality and Regression Analysis found him inching closer to achieving his dream. But, he first needed to hone his analytical skill sets on how to make money in both directions of the market i.e., bullish and bearish. So, after graduating, he returned to Kolkata in 2004 and by mid-2005, started to train in Technical Analysis under Rahul Mohindar, an immensely successful trader, who was very meticulous and a hard task master that worked in good stead for the ambitious young Manish. Even to this day he gives all the credit to Mohindar whom he respects as his mentor.

After completing his training, Manish started trading! It was risky as trading in the stock markets was not a profession Manish’s family was into. Since he was starting this from scratch, there was no safety or assurance of a fixed income like a salary or stipend; a luxury and stability enjoyed by professionals in a job. Manish took the plunge though it was not his field of education nor was it a family business. He passionately says, “I was unable to ask anyone for help as nobody knew technical analysis. It has been a long struggle.” He faced rejection from all quarters. Ultimately the ray of hope came from the advice of his mentor Rahul. “Start your own trading firm and commence with whatever little you have. Build it up and if you are good in your analysis, people will recognize you sooner than later”. What followed was a deluge of television interviews with Bloomberg, CNBC TV18 and ET NOW. Prominent publications recognized Manish’s work. “I was being introduced to wealthy individuals both onshore and offshore. Apart from my proprietary corpus, I now run operations in India, Singapore and Dubai with a wide range of clients from industrialists and businessmen to professionals and celebrities,” he humbly mentions.

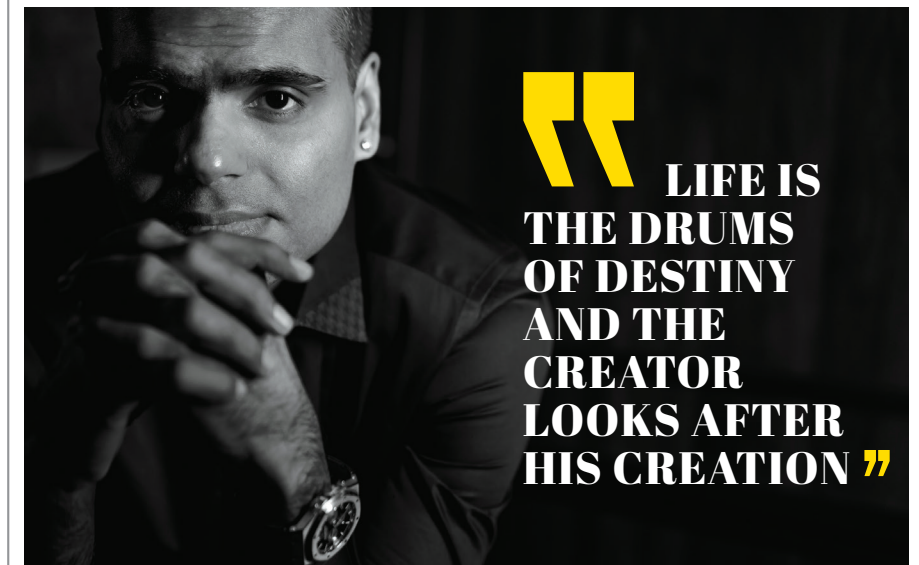
Manish went on to specialize in Index Trading—trading the NIFTY Futures. “Through Technical Analysis, I trade every rise and fall of the market. I am bullish in rising markets and bearish in falling markets. The basic tenet and philosophy is not to be married to any one direction of the market. If the charts indicate an upside, I ride the rally up. If it suggests a downside, I

short sell the index and ride the slope down. I do not trade stocks, only futures of the Nifty index. I have been doing this consistently for over 10 years and am content with my success. He is now setting up independent regulated fund structures in Mumbai and Dubai which will be functional by June 2021.

With this rich experience, Manish has established

most consistent faces to be seen on business media forums and international conferences namely Dubai, Amsterdam, Moscow, Singapore and Hong Kong and has had the privilege to speak at the World Trade Organisation (WTO) in Geneva.

When it comes to unwinding after a hectic day, Manish spends quality time with his family or



**“ LIFE IS  
THE DRUMS  
OF DESTINY  
AND THE  
CREATOR  
LOOKS AFTER  
HIS CREATION ”**

## Recognition & Awards

- **March 2021:** Featured in The Forbes India in the section “Indian Business Legends”.
- **February 2021:** Received the ET NOW award for the “Proprietary Trader of the year” in Mumbai.
- **March 2020:** Featured in The Forbes India in the section “Modern Game Changers of India”.
- **December 2019:** Received the Young Achievers Award for “Equity Trading & Asset Management” from the National Achievers Association (NAA) in New Delhi.
- **October 2019:** Received the “Mahatma Gandhi Samman Award for Global Excellence” at the House of Commons in London.
- **June 2019:** Received the “Indian Achievers Award for Business Excellence” in New Delhi.
- **February 2019:** Received the Business Television India (BTVI) award for the “Business Leader of the Year – Financial Sector” in Mumbai.
- **June 2018:** Received the “Inspirational Leaders of Bengal” award in the field of “Excellence in Capital Markets” in Kolkata.
- **November 2015:** Received the Sindhu Shree Award for young achievers by the Indian Sindhi Association in Vijayawada.

India Futures Fund (IFF) in Singapore. IFF, under the aegis of Taurus Wealth Advisors Pte Ltd. is a regulated Monetary Authority of Singapore (MAS) fund that trades the volatile movements of the Nifty Futures in a US Dollar denominated contract exclusively on the Singapore Stock Exchange (SGX), also known as the SGX NIFTY.

A veteran with over 2000 media appearances, Manish continues to be among the youngest and

indulges in his hobbies: reading, listening to music, playing squash, golf and chess. “Life is the drums of destiny and The Creator looks after His creation” is what Manish’s maternal grandfather and spiritual Guru taught him. These cultural moorings nurtured and enriched his growth. This has kept him grounded, focused, diligent and imbued with total faith in the Almighty and the eternal Law of Nature.





# Making Hospitality a Sound Business

**ANIL PATODIA, CMD**

Coming from a land that welcomes everyone with 'Padharo Mhare Desh', 'The Byke Group of Hotels & Resorts' truly reflects the age-old tradition of the larger cultural ethos of India, 'Atithi Devo Bhavah' meaning 'Guest is God'.

**We all travel** for various reasons and when we plan to travel, there are certain aspects we consider while visiting any destination. Where do I stay? Will it be reasonably priced? Is it safe? Will it be near the market area? Will I get good food? And so many other questions keep popping in an apprehensive mind. In short, we always look for some place, which will

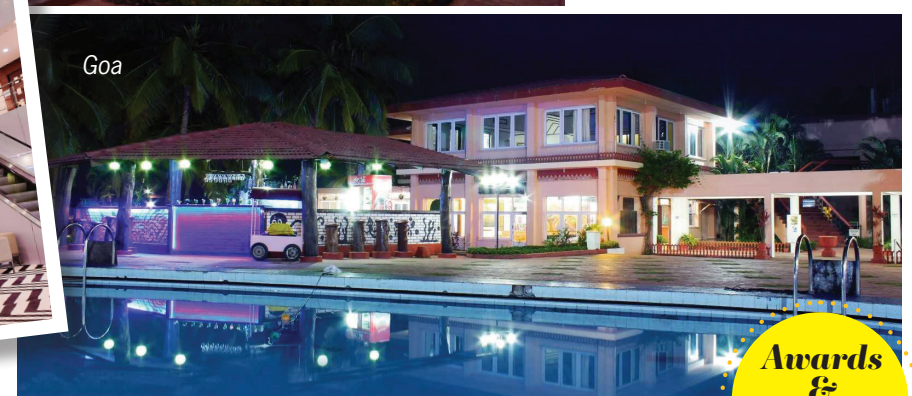
*High on indulgence, memorable experiences are created here and only delicious vegetarian platter is served with a personal touch. These values of hospitality were nurtured by a humble boy from Jhunjhunu, Rajasthan, who grew up to establish thriving leisure, business and pilgrimage hubs with 21 Hotels having a total of 1,255 rooms in 16 cities across 9 states in the country. Mr. Anil Patodia dreamed big and made them come true.*

meet all our expectations and create innumerable happy memories. Offering a single solution to all your questions is 'The Byke Group of Hotels & Resorts'. Uncompromising on comfort and quality, it raises curiosity about the individual, who made five-star facilities affordable, introducing you to a lasting passion of extending hospitality so warmly to people.

Jhunjhunu, a small laid-back town in Rajasthan, is known for its copper mines and major textile manufacturing units. Of late it is also known for giving India its emerging business leader in the person of Mr. Anil Patodia. The third of five siblings, he was raised in a joint family having businesses in textile, transport and general grocery. At a tender age of 11, he took interest and started helping the family with their clothing outlet selling men's shirts and suits. After graduating in commerce from Seth Motilal College, Jhunjhunu, the young man headed straight to the tinsel town, Mumbai in 1989, to passionately follow his dream of making a mark in business. Mr Patodia's undying spirit survived earlier attempts at several ventures to eventually explore the Share Market as a Stock Broker until 1993, followed by starting an IT company where he was its Promoter and Executive Director from 1993 to 2000.

Mr Patodia was doing fairly well for himself, yet his heart and interest lay in the hospitality sector that envisioned of having a chain of Pure Vegetarian Hotels & Resorts across the world. This vision started taking shape in 2006, when he purchased the first Byke Hotel with 82 Rooms in Matheran, India. That was just the launch of a successful journey and then he never looked back. Today the company boasts of having a presence in 9 States and 16 Cities with 21 Hotels having 1,255 Rooms offering services par excellence. The Byke will also have a few upcoming properties which will be operational very soon.

The Byke Hospitality Ltd. acknowledged as one of India's fastest emerging hospitality group, with its unique theme of Pure Vegetarian Hotels and Resorts has made it the most preferred choice of travellers looking for a homely delight. Equipped with years of experience the team is committed towards providing its patrons with the finest of business and holiday stay experiences. The Byke currently has presence at marquee locations which include the likes of Matheran, Goa, Manali, Jaipur,



**Awards & Accolades**

Thane, Shimla, Bengaluru, Kochi, Kovalam, Junagadh, Bodhgaya and Ooty.

Under the guiding force of their Chairman & Managing Director, Mr. Anil Patodia who has over 20 years of experience in the hospitality industry, The Byke will soon open properties at Borivali, Dwarka, Nashik, and other tourist destinations. Known for his vision and commitment, Mr Patodia has formulated many strategies to create a niche for the brand. The destinations covered by The Byke meets every purpose for which a person, couple or family travel ranging from idyllic setting for honeymooners, or spaces bustling with fun activities for families, or serene places for pilgrims to connect with the Supreme being, or the crisp ambience for cracking business deals.

Apart from the luxurious stay experiences offered by the Group, it has built a reputation for serving only delicious Pure Vegetarian global cuisine at its on-site fine dining restaurant, 'Farm Fresh'. A team of highly experienced and talented professional Chefs keep exploring the vast realm of nutritious vegetarian cuisine to come up with delectable dishes that are both traditional as well as fusion food appeasing the taste-buds of even the most refined epicurean palate. The food served is free from chemicals or any

preservatives and every dish on the menu is prepared considering not only the taste but also the health aspect of the guest.

Most of "The Byke" branded hotels and resorts also offer spacious banquet facilities and lawns which are suitable for celebrating Social Events as well as landmark Corporate Events. The team of The Byke professionals dedicated to the guest's well-being ensure that all the events are executed hassle-free, besides customizing them according to the budget of the valued customer.

Owing to the unique theme and vision, the brand has been lauded by its burgeoning customer and has also won several accolades from the hospitality industry. 'Iconic Pure Vegetarian Hotels & Resorts 2018', 'India's Best Value for Money Hotel 2018', 'Rocheston Distinguished Restaurants 2017 & 2018', 'Best Pure Vegetarian Hotel Chain in India 2015' are just to name a few that have crowned 'The Byke'.

'The Byke' simply means luxury services at affordable prices, a thought, a feeling, a value that emerged from the land of sand dunes epitomizing humility, respect, pride, valour and living the vibrant celebrations that life offers to mankind. Mr Anil Patodia has lived the experience.

2019	The Economic Times – Business Leaders
2019	Democracy Award
2019	Iconic Value For Money Hotels & Resorts Group
2018	Iconic Pure Vegetarian Hotels & Resorts Group
2018	India's Best Value For Money Hotels
2018	Distinguished Restaurants (Thane, Jaipur, Goa & Udaipur)
2017	Distinguished Restaurants (Thane, Jaipur, Goa & Udaipur)
2016	In depth coverage by Forbes Asia
2015	Best Pure Vegetarian Hotel Chain in India
2013	Gold Standard Hotel for Youth Holiday



# Taking Family Business To The Next Level

SHABBIR MASTER, MANAGING DIRECTOR



Family Businesses contributes 60-70 percent of GDP of most developed and developing countries. India is no exception. Mr. Shabbir Master, who has seen his family business prosper for over half a century and still going steady, makes us understand how one can introduce robust expansions and innovations to such businesses. Shabbir has carved a niche in the industry by exploring opportunities and bringing the change.

**T**he journey of Shabbir Master is nothing less than an inspiration in itself. In an entrepreneurship journey of more than 45 years, he explains that how being a part of a family business has helped him achieve success and recognition in the industry.

"I joined my father in the business during my college days. We were into retail sales, it was mostly B2C. I developed the business further to fulfil the requisites of those changing times. Now my son has joined me and we do more of institutional sales, mostly B2B. Today in the age of technology, I feel that we need to constantly upgrade the way of doing business with time," says Shabbir.

From owning a retail store M.M. MASTER & Sons in Jalgaon, Maharashtra to starting ALISTER Equipment in Pune and currently as the Managing Director of

ChefWise Ventures Pvt. Ltd., Shabbir has indeed come a long way. Here is what he has to say about growth and evolution. "To evolve is very important for any business which wants to grow. In times such as these where things change in a blink of an eye, we need to often self-evaluate to understand where the market is heading. Our latest development is the ChefWise Ventures where we have collaborated with a reputed Singapore based firm to venture into e-commerce. We are developing a platform specifically for the restaurant industry. The decision to go online and do something different even though the existing offline business was doing well was a tough call. But I feel this change is the need of the hour. Our website [www.restaurant.store](http://www.restaurant.store) will have everything from Pin to Plane required

in the restaurant and bakery industry."

At the age of 62, Shabbir manages two companies with the same passion when he first joined the family business. One company deals in equipment and machineries used in a commercial kitchen such as restaurants, cafes, bakeries and cloud kitchens. His efforts have resulted the company to become so popular that the name in itself has become a brand: ALISTER. Another company is coming up with the promising e-commerce platform for chefs: [www.restaurant.store](http://www.restaurant.store).

"One is the present, another is the future" he explains. "If you look at the restaurant industry, it is growing at lightning speed. In India, tier 2 and tier 3 cities are witnessing the biggest number of restaurant and café openings in last 3-5 years. The food service industry though hit badly by the pandemic is showing superb signs of recovery, better than any other industry. Our aim is to reach to every restaurant, café, bakery and cloud kitchen in the whole country and fulfil all their requirements and that can be done only through e-commerce."

"My son Moiz is working hard in tandem with our team to realise my vision. In a family business, one should always encourage and support the next generation to take things forward in their own capacity. Always give them the freedom to experiment. Just as my father trusted me to take things ahead, I trust my son and he will perhaps do the same. This is what I call: Taking it to the next level," says, the humble Shabbir, who has shown that strong roots of family business could do wonders in business, however challenging the times may be.



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