

FORTUNE

JANUARY 2022

INDIA
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS

COMPANY OF THE YEAR 2021

RATNADEEP RETAIL PVT LTD



MITESH BHARTIYA
DIRECTOR



MANISH BHARTIYA
DIRECTOR



SANDEEP AGARWAL
MD



YASH AGARWAL
DIRECTOR

EDITOR'S NOTE

The pandemic brought a seismic shift in the way organizations do business across regions and sectors. Today, clients need products and services that are relevant to them. The companies that have adopted new strategies and practices to serve their clients are witnessing huge growth in their business. Their customer-centric approach is not only helping them stay relevant in the market but also building trust with their clients.

Today, business leaders are focusing on building a strong and reliable team as they believe that people are the most important asset of the company. During the pandemic, these leaders played a key role in demonstrating empathy and supporting their employees in the best way possible. They also utilized this time to upgrade their products and services by adopting new-age technologies.

In this issue, we will look at some of these inspiring leaders who motivated their team and deployed digital transformation at a rapid speed. They have adopted new-age technologies to make workflow better and more cost-effective. In the following real-life stories, we will understand how to make decisions in a crisis to stay ahead in the industry.

Read on and get motivated.

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LEGACY OF 30+ YEARS IN PROVIDING HIGH-QUALITY PRODUCTS AND DELIGHTFUL CUSTOMER EXPERIENCES

Sandeep Agarwal plays the role of the mentor to not only the board but also the rest of the organization. He oversees the critical portfolios of Finance, Purchase, Procurement and HR. With over 30 years of experience in the retail space, Sandeep Agarwal is a true stalwart of the business.

Manish Bhartiya mainly focuses on the future of the business, being a huge part of the technological development of the company. He transformed the IT Dept by introducing cutting edge ERP systems and modernized the entire process. The multi-warehoused

supply chain and logistics division owes its smooth functioning to his efforts.

Mitesh Bhartiya takes care of day to day operations and ensures the smooth running of the company. The rapid expansion of Ratnadeep in the last 2 years is



YASH AGARWAL
DIRECTOR

MANISH BHARTIYA
DIRECTOR

SANDEEP AGARWAL
MD

MITESH BHARTIYA
DIRECTOR

in no small part due to Mitesh's work in the projects department that has cut down the fit-out period of each Ratnadeep store.

Yash Agarwal, the youngest member of the four, heads the marketing department of Ratnadeep, with his first task being rebranding the 30 year old organisation and giving it a new look. Yash has also been pivotal in implementing new strategies that have resulted in growing existing business and by launching subsidiary brands like Ratnadeep Select. Working closely with Mr. Manish, Yash has also been heading the Business Development wing, which has been instrumental in quickly acquiring prime properties across Telangana, Karnataka and Andhra Pradesh.

A Glimpse Into Ratnadeep Retail

What started off as a single supermarket back in 1987, has today become a hyperlocal chain with over 130+ stores located throughout Telangana, Karnataka & Andhra Pradesh. Over the last three decades, Ratnadeep has established itself as an innovative game-changer that is a household name. In the past 34 years however, what hasn't changed is their dedication to provide customers with a great experience built on the values of Quality, Variety and Freshness, which has led to Ratnadeep catering to the 20,00,000+ happy families monthly.

30+ Years | 130+ Stores | 4500+ Team | 400000+ Sq. Ft. Retail Space | 25+ Awards In Retail | 25000+ SKUs: One of India's Fastest Growing Brands

With only 3 stores till 2010, Ratnadeep began its expansion plans only this decade and over the past 10 years they have expanded to over 130 stores across three states. Every year, Ratnadeep is planning to enter uncharted territories. By the end of 2024, Ratnadeep plans to open more than 100 more stores, continuing on the fast track to growth and bringing it's signature shopping experience to even more customers.

The Numbers Speak For Themselves.

Through a careful mix of measured risks and rapid expansion, Ratnadeep has grown to become one of the country's largest retail brands in the supermarket category over the last three decades. Currently, Ratnadeep is the largest privately held supermarket chain in India, in terms of number of stores and throughput

YoY Turnover Growth: 650 Cr.
(Financial Year: 2018 - 19)



RATNADEEP HAS ESTABLISHED ITSELF AS AN INNOVATIVE GAME-CHANGER THAT IS A HOUSEHOLD NAME. IN THE PAST 34 YEARS HOWEVER, WHAT HASN'T CHANGED IS THEIR DEDICATION TO PROVIDE CUSTOMERS WITH A GREAT EXPERIENCE BUILT ON THE VALUES OF QUALITY

YoY Turnover Growth: 830 Cr.
(Financial Year: 2019 - 20)

YoY Turnover Growth: 1100 Cr.
(Financial Year: 2020 - 21)

Projected Turnover: 1400cr
(Financial year: 2021-22)

Productivity Per Sq. Ft.: 2800
Average Bill Value: 800

A Promise of Quality, Variety & Freshness.

Ratnadeep Retail was built upon the foundation of providing an exceptional customer experience and as such has constantly evolved with the palates and choices of their customers. They have ensured that only the finest and freshest products find their way to their shelves, ensuring that their customers never have to check what they pick up. They believe that a customer being spoilt for choice is always a great thing and make sure that customers always have a variety of brands to choose from.

With such a dedication to quality, variety and freshness, it's no surprise that they have had the privilege of

being invited to set up a store at Secunderabad and Bangalore club, which are part of the five oldest clubs in the country. They are also the only retailers to be invited by the Rajiv Gandhi International Airport, Hyderabad and the Hyderabad Metro Rail to open stores at their respective centres. Apart from these prestigious establishments, even some of Hyderabad's top gated communities have invited Ratnadeep to make them an attractive proposition to interested buyers.

Beyond Just Winning Hearts

Ratnadeep Retail has been the recipient of some of the most prestigious awards in the retail domain, making it the most-awarded supermarket chain in the country. They consider it a huge honour and believe that it is their team and loyal customers who have made them worthy of all their awards

The Ratnadeep Advantage

Apart from their own personal success, it is also interesting to note that any commercial property leased out to Ratnadeep automatically becomes a preferential space in the locality due to the immense footfall that the brand pulls. Over the three decades that they have been active, localities around new stores have transformed as more and more people find it convenient to live and shop in the area. It's no surprise then that Ratnadeep has been a favourite among property developers who are aware of the immense daily footfall that a brand like Ratnadeep brings to their commercial space.

Vision

To be a leading supermarket retailer in India and make quality groceries accessible to more and more people across different regions.

ARK: TRANSFORMING THE SUPPLY CHAIN INDUSTRY WITH ITS EXCELLENT CUSTOMER SERVICE

Commenced in 1981, ARK is a leading supply chain solutions provider in India. The company provides customized end-to-end supply chain solutions with their cutting-edge IT systems, in-house expertise, and excellent customer service. To meet the different supply chain challenges, the company constantly introduces new concepts that improve and add innovation to the supply chain.

Today, the company handles over 9 Lac dispatches every month which are worth over INR 120 crores. They have 200+ skilled employees who provide unparalleled services. They also have a dignified approach towards the environment. "We are committed to delivering the best-in-class solutions to our clients. We provide strategic insights that drive the success of our partners pan India. We also drive their business with expertise and integrity. We help our clients reduce fixed operational costs and investment in technology so that they can focus their energies on sales and marketing," says Rakesh D Shah, CEO, ARK.

The company has over 40 years of experience in service and commitment. They provide superior customer service and solutions from real people who have the logistics know-how to execute quickly and thoroughly. They have a presence in 8 states, 29 cities with 62 depots that are strategically located for easy and fast movement. They are always striving for further improvement in all processes, with recommendations and input from their clients. Their clientele includes Asian Paints, Bajaj Corp, DishTV, Everest Masalas, Euro Kids, Kapiva, Mother Dairy Coromandel, JK Tyre, Amara Raja, and more.

About the CEO

Rakesh D Shah is the CEO Of ARK Supply Chain Solutions Pvt. Ltd. He leads the day-to-day operations and business strategy of the company. With over 29 years of experience in team management, nurturing, and business development, Rakesh has been able to toe the line while remaining grounded, thereby setting the vision and culture of the company. At ARK, he is responsible for hiring the right talent who understands the vision and thrives to achieve the goal.

Leading by Domain Knowledge

As a family-run business, the company understands



KAMLESH SHAH
DIRECTOR

the importance of maintaining good relationships. They have grown from a start-up to a company with a 100-crore turnover by keeping beneficial relations with their clients. They provide personalized services to each of the brands that work with them.

"ARK has been built by a team of experts that provide solutions to challenges that clients face in any supply chain verticals. We manage warehouse processes, inventory management, establish best practices, build strategic plans, implement continuous improvements, reduce waste to help meet sustainability goals and provide on-site or fully outsourced support. We understand, interpret and also recommend optimum movement solutions for business. We provide professional logistics services that can help achieve end-to-end network execution, visibility, reporting, optimization, and management at a competitive cost," he states.

ARK has an extensive network across the country and is experienced in multi-product handling, inventory management in cold and ambient warehouses. They cater to the transportation requirement for both their B2C and B2B clients through multi transportation modes of air, rail, and road.

Speaking about the pandemic, he says, "We have been frontline workers from the start as our clients provide essentials. So, except for the initial nationwide lockdown that happened in March 2020, our teams have been working round the clock ensuring goods are delivered wherever needed. This meant putting the lives of our teams and their loved ones at tremendous risk. Strict



YOMESH SHAH
DIRECTOR

mandates were announced and followed across all the depots to sanitize the manpower, goods, trucks, and premises multiple times a day. Temperature checks were carried out for all those entering our premises every day. We conducted a vaccination drive and ensured that everyone in the organization was fully vaccinated. Due to COVID, our local blood banks suffered a lot as walk-in donors dropped because of the fear of the pandemic. To help them, we conducted blood donation camps in Bhiwandi, Pune, and Hyderabad. We also supported nearby villagers and employees for their essential needs during natural calamities such as floods."

Building New Business Strategies

Today, software and hardware are making the process of automation bliss, reducing human error and time to fulfill tasks, and increasing profits. Robotics and automation in the workplace have evolved to make life easier for the business and corporate world. The supply chain sector is reaping the benefits of this advanced technology.

"The modern consumer needs best services including after-sales care. And if you don't provide them with these services, they will find some other service provider who will fulfill their requirements. Hence, it becomes vital to keep your supply chain management practices updated. We continuously monitor the time taken, understand, review and revise our SOP and processes and adapt to the ever-changing requirements of our customers," he says.

ARK is planning to open a new 2 lac sq. ft warehouse hub in Bhiwandi. Reach out to them for all your supply chain requirements.

DocOnline: QUALITY HEALTHCARE FOR EVERYONE, EVERYWHERE

MANASIJE MISHRA, MANAGING DIRECTOR

DocOnline is an innovative healthcare company that delivers humane and compassionate care by focusing on clinical quality with technology as an enabler. They provide video/phone doctor consultations through over 50 carefully selected in-house doctors who are trained in telemedicine, equipped with evidence-based clinical tools for appropriate diagnosis and treatment. DocOnline believes that primary health care is a relationship, and its family healthcare subscription provides unlimited doctor consultations for guidance throughout the treatment journey.

“Our model focuses on health outcomes and continuous clinical quality improvements and is designed to build trust. Trust is a critical factor in healthcare. Our business is growing due to our customers’ trust. Our doctors help users avoid physical doctor visits by over 70%. Discounts on day-to-day health expenses, doorstep delivery of healthcare services, and avoidance of physical doctor visits help a family save up to 50% on their medical costs. Our doctors are available 24x7, and we also have eight specialists that enable families to get holistic healthcare solutions,” says Manasije Mishra, MD, DocOnline.

DocOnline family healthcare subscription provides unlimited teleconsultations, preventive health checks, free outpatient consultations, pharmacy benefits, and complimentary insurance coverage, making it a one-stop solution for family’s OPD healthcare needs. Currently, they are working with the government, corporates, and individuals to make quality healthcare accessible to everyone, everywhere. They work with 150+ corporates enabling them to deliver Employee Health and Wellness programs, value-added benefits to their customers, and community CSR initiatives. Few of their corporate clients include Ultratech, Tata Motors Finance, Vedanta Foundation. DocOnline serves around 3 million families and delivers 60,000 consultations, diagnostic tests, and pharmacy prescriptions every month.

About the Managing Director

Manasije Mishra is on a mission to create a healthier

India for everyone. At DocOnline, he is responsible for building the team and inspiring them to solve customer challenges, consistently improve clinical outcomes, and provide outstanding customer service. Over the last two years, DocOnline has successfully scaled up from a small start-up to a rapidly growing organization with three million families.



Prior to DocOnline, Manasije was the MD for Aetna India and built vHealth by Aetna, a telemedicine-based primary health care business. He was the CEO of Max Bupa Health Insurance and HSBC Invest Direct. Joining the HSBC group in 1989, he has held several senior positions in the bank. Manasije is an Associate of the Chartered Institute of Bankers, UK and an MBA from XLRI.

Company at a Glance

DocOnline combines evidence-based medical knowledge with technology to improve health outcomes. The platform allows its members and families to focus on physical, mental, and social health.

Manasije added saying “Digital Primary Healthcare is evolving rapidly, and DocOnline is at the forefront of this revolution by concentrating on quality clinical outcomes. We take full responsibility for clinical quality and the patient experience on our telemedicine platform by investing in carefully selected and trained in-house doctors. Doctors are trained for telemedicine and empowered with the latest international clinical decision-making tools to help them diagnose and treat patients. Our robust quality monitoring process helps our doctors get continuous training & feedback.”

With the ability to fulfill end-end healthcare needs, storage of medical records, medical & consultation

“WE ARE A PURPOSE-DRIVEN ORGANISATION. OUR PURPOSE OF PROVIDING QUALITY HEALTHCARE TO EVERYONE EVERYWHERE KEEPS US ALL INSPIRED AND MOTIVATED. OUR TEAM CAN SEE THE CONNECTION BETWEEN THE WORK THEY DO AND THE DELIVERY OF OUR PURPOSE. THE OPPORTUNITY TO MAKE A POSITIVE IMPACT ON THE LIVES OF MILLIONS IS THE REASON WE ALL COME TO WORK EVERY DAY



history, patients experience continuity of care and the comfort of speaking to a doctor familiar with their health condition. The ability to get a host of healthcare services, including appointments for physical doctor visits, delivery of medicines, diagnostic services, and fitness programs, makes DocOnline a one-stop destination for the holistic healthcare needs of a family. Their consistent investment in IT systems, user interface, clinical capabilities, and end-end healthcare offerings are also helping non-tech savvy customers and senior citizens access health services independently. Individuals can access DocOnline services through mobile apps, desktops, chat, digital clinics, and mobile clinics.

“We are a purpose-driven organisation. Our purpose of providing quality healthcare to everyone everywhere keeps us all inspired and motivated. Our team can see the connection between the work they do and the delivery of our purpose. The opportunity to make a positive impact on the lives of millions is the reason we all come to work every day,” he asserts.

Building New Strategies

By harnessing international best practices from healthcare, health insurance, technology, and financial services industries, the team creates compelling

A ROBUST PRIMARY HEALTHCARE INFRASTRUCTURE IN INDIA CAN HELP TACKLE THE INCREASING DISEASE AND COST BURDEN. NOT HAVING ACCESS TO PRIMARY CARE LEADS TO PATIENTS IGNORING SYMPTOMS, SELF-MEDICATION, AND OVERUSE OF SECONDARY & TERTIARY HEALTHCARE FACILITIES. WE WANT TO MAKE QUALITY PRIMARY HEALTHCARE ACCESSIBLE IN OVER 50,000 VILLAGES BY PARTNERING WITH CORPORATES

customer propositions and an outstanding customer experience. Their proprietary assisted telemedicine models and e-clinic technology have successfully eliminated technology barriers, making quality healthcare a reality for everyone. By partnering with corporates and government bodies, DocOnline has implemented its e-clinic solutions in over 600 villages. DocOnline's fully integrated e-clinics model helps villagers get assisted video consultations with family physicians and specialists, point of care diagnostic tests & medicines in real-time. The e-clinic model has reduced the need to travel to distant secondary and tertiary care facilities by 89%.

Mr Mishra says, “A robust primary healthcare infrastructure in India can help tackle the increasing disease and cost burden. Not having access to primary care leads to patients ignoring symptoms, self-medication, and overuse of secondary & tertiary healthcare facilities. We want to make quality primary healthcare accessible in over 50,000 villages by partnering with corporates. Introducing care management solutions for Chronic disease management and holistic wellbeing, embracing connected care, AI-driven technologies, and predictive analysis for improved patient outcomes will also be our focus in the future.”

HESTABIT: TRANSFORMING START-UPS ACROSS THE WORLD WITH ITS UNIQUE OFFERINGS



DIPANSHU UPADHYAY
DIRECTOR

PRASHANT GAUTAM
DIRECTOR

HARSHVARDHAN LAKHERA
CEO

HestaBit is a technology company that loves to hustle around with engineering challenges. The company helps start-ups stand out. They ensure that the start-up's USP is visible when someone visits their website or an app.

ONE COMPANY, THREE FRIENDS, HUNDRED STARTUPS AND MILLION USERS: THE HESTABIT JOURNEY.

In the quest to help start-ups, HestaBit has created some technology masterpieces where some of them have over a million downloads and have got funding. They love to work with start-ups that are changing the world.

STARTUP FOCUSED

Creating ATTENTION Engineered Products

ANDROID IOS PROFESSIONAL DESIGN



Successfully Launched
WILDHIRE
UK's fastest growing Skills and services Marketplace.



Successfully Launched
EXTRAMARKS
India's largest & most Premium AI Driven Adaptive Elearning Platform.



Successfully Launched
SPORTSBRICK
Asia's Largest social Network for Sports Professionals.



Successfully Launched
THE COACH PLATFORM
New Era for tactical training of Soccer players.



Successfully Launched
NEWSNATION
Among top news channels in India Over a Million Downloads.



Successfully Launched
ENSIGN
World's first AI based Take Off Solution.



Successfully Launched
DOKKIT
Helping 150+ construction firms automate O&Ms and H&S documents.

AS AN EXPERIENCED START-UP PARTNER, OUR GOAL IS TO HELP START-UPS SHAPE UP THEIR PRODUCTS WITH OUR EXPERIENCE

"Today's HestaBit is pretty different from how it started. Originally, HestaBit started as a technology company that would create web and mobile apps. We used that time to set up operations and processes. However, the real change came when we created our first product. We created an online social network for sports professionals called SportsBrick. For the first time, our creation was being used by hundreds and thousands of people. The process of developing a product as per the user feedback, to create something that people use, the sheer joy of it, shaped the HestaBit people know today.

We understood that mere knowledge of technology and project management methodologies isn't enough to create something significant. Since then, we have kept Product Management at the core of whatever we do. Today, we try hard to ensure every line of code we write gets used to solve someone's problem," says Harshvardhan Lakhera, CEO, HestaBit.

HestaBit's onboarding process is very different from a typical IT company. They don't put a document at the centre and talk around it. Rather, they put the idea at the centre and try to come up with its best digital implementations. They ensure that the end-users love the products they create with their clients. They put everything together to ensure that no matter what the client's budget is, the result has to be something that the end-user enjoys.

So far, the results have been phenomenal. Today, they are serving clients such as FHI 360, Extramarks, Grey group Singapore, News Nation, Urban health initiative, Game of Thrones, and many more.

IF YOU GET THE RIGHT TEAM TO WORK TOGETHER, MAGIC HAPPENS. GET THE RIGHT PARTNERS WHO CAN HELP YOU RUN THE BUSINESS

Technology and Innovation

Today, technology is not only transforming businesses but everyday lives. A smart bottle tells us the temperature of its content, and smart LEDs follow our mood to make us feel better. The new digital revolution is a hyperconnected digital space where everything we touch is personalized to our taste and needs.

"The way we consume data has drastically changed in the last few years. If you are still reading this through a laptop screen, we have a long way to go. If you put on a VR Headset, you can sense the speed of light. We are currently working on immersive virtual classrooms. This will change the fundamentals of teaching in the coming years," asserts Dipanshu Upadhyay, Director at HestaBit.

The company's mission is to create a whiteboard where start-ups can come and write their ideas. They help them create the product that provides the best user experience. "As an experienced start-up partner, our goal is to help start-ups shape up their products with our experience," he adds.

Building a Robust Team

"Our entire team has a laser-sharp focus when it comes to product development. With teams working remotely, we were concerned about retaining this culture, especially when new teammates started joining. However, we took the challenge head-on. We increased product workshops and product demos. The results were great," says Prashant Gautam, Director, HestaBit.

The company believes in hiring the right talent. They believe that if such decisions are taken wisely, the people you select are capable of deciding most of the things. They ensure that all their employees are aligned with organizational objectives. "When people know that everything they do is significant, they become engines of excitement," he asserts.

Speaking about future endeavours, Dipanshu says, "This year, we are going for CMMI implementation. This will ensure that we are better aligned with upcoming challenges. We are creating our own investment advisory, and soon we will be funding some start-ups."

Harshvardhan concludes by saying, "If you get the right team to work together, magic happens. Get the right partners who can help you run the business."

PM-INTERNATIONAL: DEVELOPING AND DISTRIBUTING HIGH-QUALITY NUTRITIONAL PRODUCTS FOR HEALTH, FITNESS, AND BEAUTY

ROLF SORG, CEO & FOUNDER

Founded in 1993, PM-International AG develops and distributes high-quality, premium nutritional supplements and cosmetics through its own brand FitLine®. It is one of the largest direct-selling companies worldwide in the areas of health, fitness, and beauty. Their international headquarters is based in Luxembourg.

More than 700 million FitLine® products have been sold worldwide. FitLine is the official supplier of numerous sports associations and national teams around the world. Over 1,000 top athletes from more than 60 disciplines and 30 nations trust in FitLine nutritional supplements. Within the framework of a unique sports marketing concept, there are corporations with the Korean Table Tennis Federation (KTTA), Korea Wrestling Federation (KWF), the Korea Professional Golf Association (KPGA), the German, Austrian, Polish, and Canadian Ski Associations (DSV, ÖSV, PZN, ACA), the German Ice Hockey Federation (DEB), the Federation of German Cyclists (BDR), the German Athletics Association (DLV), the Olympic Base Hamburg/Schleswig-Holstein (OSP), the Swiss Sliding Association (including bobsleigh), the Swiss Handball Federation (SHV) and others.

“ I FOUNDED PM-INTERNATIONAL WITH THE FULL INTENTION OF CREATING A FAMILY BUSINESS AND I AM PROUD THAT IT ALLOWS US TO BE FLEXIBLE AND ALWAYS ACT ACCORDING TO OUR VALUES. AS A COMPANY, WE MAKE LONG-TERM DECISIONS AND NOT JUST FOR THE NEXT QUARTERLY REPORT



In India, PM-International has just entered the market and set up an office in New Delhi. By doing the product registrations for its key products and selling its products, they are looking forward to growing in this fantastic market. Today, the company operates in over 40 subsidiaries in more than 40 countries worldwide. Their distribution partners and customers come from all over the world.

About the CEO & Founder

Rolf Sorg is the CEO & Founder of PM-International. He discovered his passion for direct sales when looking for a side income opportunity during his studies. In 1993, when the company he worked with went out of business, he founded his own direct sales company PM-International. Today, his main focus is on driving innovation and global expansion of PM-International.

He is driven by the idea of offering people a unique opportunity to make a free-will decision for self-employment with no risk, freedom to choose your work time, and the ability to have a lot of fun creating instant extra income.

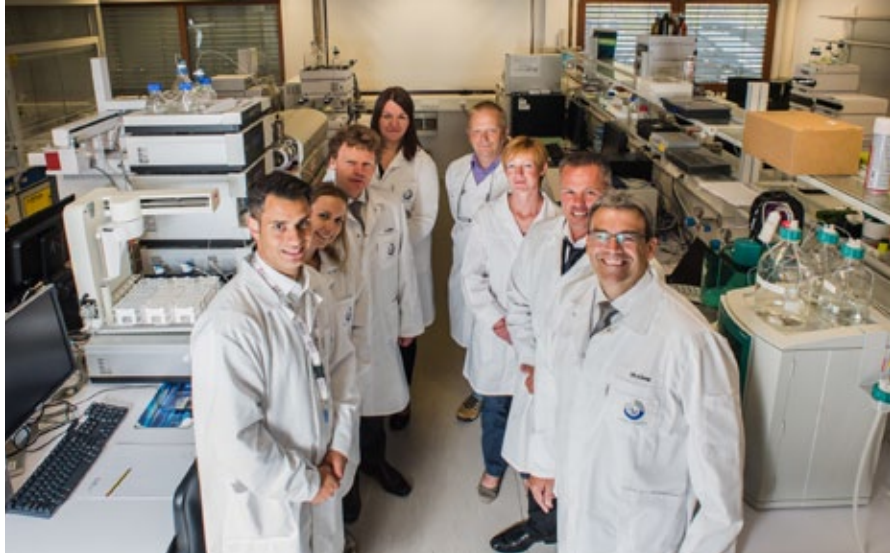
Rolf Sorg says, “I founded PM-International with the full intention of creating a family business and I am proud that it allows us to be flexible and always act according to our values. As a company, we make long-term decisions and not just for the next quarterly report.”

Leading By Example

The company aims to become market leader in the development and distribution of high-quality products for health, fitness, and beauty. “We want to generate sustainable, stable growth that offers security for future generations. We are growing steadily and safely enabling people worldwide to build up an additional income independently and without risk, with flexible time management and fun at work. We just reached our 2nd billion in sales with an annual turnover of the PM-International Group of \$2.35 billion in 2021.” Rolf Sorg asserts.

He adds, “Since day one, PM stands for the premium quality of our products. When it comes to our sales model, PM-International was always meant to be a business opportunity for everyone. We live by the principles ‘If I can do it, you can do it too’.”

The Nutrient Transport Concept (NTC®) represents the company’s core competency as it delivers the nutrients exactly when they are needed and where they



PM-International Chief Scientific Officer Dr. Tobias Kühne (right) and the R&D Team.

are needed — to the cellular level, from inside and out. For PM-International, premium implies transparency and quality. To guarantee continuous high product quality, the products are regularly and independently tested by TÜV SÜD ELAB. End customers can review information about the analysis directly on the TÜV SÜD ELAB website by scanning the QR code on the product packaging. No other player in the industry offers this level of transparency.

All of the company’s products are ‘Made in Germany’ and are manufactured according to Good Manufacturing Practice (GMP), a pharmaceutical standard to ensure the utmost purity. They also hold more than 70 patents for their products, ingredients, and technologies.

Navigating Through Last Two Years

Talking about the challenges that he and his team came across during the COVID-19 pandemic, Rolf Sorg says, “The last 2 years have shown us how important it is to act quickly. As a globally operating company, you need to know the rules of your locations and adapt your strategy in the most flexible way.”

The company has taken numerous measures to support our distribution partners during this time:

Digital and retail solutions: PM-International is positioned worldwide as an online business. The PM-International distribution partners can consult their customers via video conference from home and place orders online.

SINCE DAY ONE, PM STANDS FOR THE PREMIUM QUALITY OF OUR PRODUCTS. WHEN IT COMES TO OUR SALES MODEL, PM-INTERNATIONAL WAS ALWAYS MEANT TO BE A BUSINESS OPPORTUNITY FOR EVERYONE. WE LIVE BY THE PRINCIPLES ‘IF I CAN DO IT, YOU CAN DO IT TOO’

These are handled entirely by PM-International within its Customer Direct Program. As additional support, they have offered worldwide free shipping for end customers worldwide.

As part of our digital transformation, PM-International introduced PM TV last year. The online platform offers unlimited streaming of events, trainings, and information to a worldwide audience.

A secure flow of goods: During the past months, PM-International has registered an increased interest in health-related topics. They have been focusing on prevention for 28 years — not only in their product range but in all our business areas. This also includes long-term planning and conservative financial management. Thanks to a great collaboration between their research and development department



WE WORK TO IDENTIFY CHALLENGES AND DEVELOP MEASURES THAT HELP CHILDREN AND THEIR FAMILIES TO EMPOWER THEMSELVES. WITH CURRENTLY 4,000 SPONSORED CHILDREN – MORE THAN 800 OF THEM IN BUNDI, INDIA – PM-INTERNATIONAL IS THE LARGEST CORPORATE SPONSOR OF WORLD VISION



and our reliable logistics partners, they were able to secure our raw materials for six months in advance with a rolling forecast.”

The company agreed long before 2019 to digitize its services and tools and drive innovation to take a big step forward. The last few years have shown them how important it is to remain flexible and adapt to the circumstances. PM-International was founded as a family business with a focus on creating stable and sustainable growth in the future as well. They are already working decisively to get into the top 5 of the DSN Global 100 list (industry ranking), currently, they are in 10th place.

Importance of Indian Market

In any industry, innovations are essential to ensure the long-term success of the company. They are the basis of competitiveness and staying ahead of the curve. For PM-International, India has become an influential market as the Guava extract for its newest product, the FitLine C-Balance, is produced in the country. It supports carbohydrate metabolism*, balances blood sugar levels**, and is designed to help you live your life to the fullest.

“In more than 9 years of research, we scientifically identified the effect of the extract, researched it in-depth, and now it is patent-pending. On the 50-hectare farm of our partner in India, plants are cultivated, harvested, transported, and processed according to industry standards in fair working conditions. This is the first time PM-International

realized a “Farm to Fork”-concept for one of our products, controlling the whole production process from the cultivation of the plant to the final product ready for consumption. So, in fact, India is contributing a lot to the innovation in this company and we are very proud of that. Additionally, our Research & Development team is working on realizing many more projects,” says Dr. Tobias Kühne, Chief Scientific Officer of PM-International.

PM-International has been conducting research, especially in the field of bioavailability, for more than 20 years, both with its own team of scientists from the fields of nutritional sciences, cell research, and food technology, and through research collaborations with the University of Applied Sciences Upper Austria, the Vienna University of Technology, and the Luxembourg Institute of Science and Technology.

Future Endeavors

PM-International is rapidly expanding its presence around the world. Following the opening of a new branch in the UK in the summer, market openings in Bolivia, Ecuador, Costa Rica, Belgium, Indonesia, China, and several markets on the African continent are next on the agenda. The company also invested heavily in expansion in Central and South America with additional warehouses and administrative buildings.

Rolf Sorg says, “We are committed to encouraging people and creating opportunities for present and future generations. This is the bar we set for our work and our company every day.”

With their charity foundation PM We Care led by Charity Ambassador Vicki Sorg, they are making a decisive contribution to improving the living conditions of children around the world. With the help of their partner World Vision, they are focusing on a long-term improvement of living conditions through sustainable and long-lasting solutions. “We work to identify challenges and develop measures that help children and their families to empower themselves. With currently 4,000 sponsored children – more than 800 of them in Bundi, India – PM-International is the largest corporate sponsor of World Vision,” Vicki Sorg adds.

PM-International is constantly working to create more sustainable solutions through innovation. Most of their packaging is already 100% recyclable. They plan to introduce 100% recyclable product packaging for all its products by 2023. They are developing concepts together with the packaging manufacturers and always working on improving them.

Rolf Sorg concludes by saying, “Don’t be afraid to be yourself. Set a clear goal for which you can develop a burning desire. Keep your focus and infect others with your enthusiasm. Your consistency and your determination will bring you to your goal. Experiencing setbacks helps you learn important things in life. Always remember, success is a marathon and not a sprint, give yourself time and grow with your tasks.”

**Zinc contributes to normal carbohydrate metabolism*

***Chromium contributes to the maintenance of normal blood glucose levels.*

RECUES BIOSCIENCES PVT. LTD.: BRINGING A REVOLUTION IN MEDICAL TREATMENT IN INDIA

Established in 2018, Recues Biosciences Pvt. Ltd. is a Bangalore-based Biotechnology company. They bring advanced Regenerative Medicine technologies to the forefront. They are experts in producing innovative point-of-care devices intended for autologous regenerative medicine such as PrecurCell PRP (Platelet Rich Plasma) Kits for Pain Management, Fertility treatments, Orthopedics, Cosmetology, and Vascular Surgery. Recues Biosciences is diversifying constantly to bring newer products into the market to enhance the quality of life and the efficacy of medical treatments.

The company offers quality products to its customers. With a team of experts, they persistently work towards revolutionizing their products and services by using advanced technology. They provide customized products for their niche clientele.

"We believe in providing service that makes a difference to our customers as well as the people at large. Our products are developed by research and created with an innovative scientific approach. They are backed with results. PrecurCell PRP kits are government-approved and they are already being supplied to the Ministry of Defence. They are one of the few kits in India to get government approval. They are available at an affordable price to serve a large number of patients," explains Sridhara.

"Since the product entered the market aggressively in the second phase of the COVID-19, PrecurCell PRP did not face any problems with the sales. Thanks to the Government of India for bringing normalcy in the work-life balance by speeding the vaccination process," adds Vignesh.

Today, PrecurCell PRP kits are widely used by Orthopaedists, Pain Management, Vascular Surgeons, Fertility Specialists, Dermatologists. Recues Biosciences believes in letting its quality make noise in the arena rather than marketing and advertising.

Speaking about the challenges, Srivathsa says, "Our biggest challenge was to make PrecurCell PRP kit meet the international standards. For this, we started doing extensive Research and Development for standardizing the product to yield the best results. By doing this, we became the preferred brand in various specialties."



SRIDHARA HL
CO-FOUNDER AND DIRECTOR



VIGNESH SUBRAMANIAN
CO-FOUNDER AND DIRECTOR



SRIVATHSA G.S
CEO

All decisions in the company are taken as a team. The company focuses on the greater good of people and customers alike. "At Recues, our employees are self-motivated. We want our employees to work with us rather than for us. Their voices are just as important as any founder of the company. So, when you are working with such an agency of your own, you don't need external motivation- it comes from within," he asserts.

Future Endeavors

Recues Biosciences' goal is to be a leader in bringing a revolution in medical treatment in India and abroad by providing more efficacious regenerative medicine solutions such as easy-to-use medical kits for a wide range of indications. They want to disrupt the market by bringing newer medical devices which are used in Regenerative Medicine. "At Recues Biosciences, we believe in providing high-quality products to all our customers. We believe in innovation, integrity, and service first. Currently, we are working on five products which are aimed for launching by 2023 in multiple specialties," says Sridhara.

The company's aim is to focus on autologous therapies by developing more point-of-care devices and enabling progress in regenerative therapies like the PrecurCell PRP kit through more academic and industry-wide collaborations.

Srivathsa concludes by saying, "The world is slowly moving towards Regenerative Medicine therapies; hence we strongly advise and recommend all the government intuitions and private hospitals to focus on Regenerative therapies. We suggest that the readers also ask their medical practitioners for Regenerative therapies."

About the Co-Founders

With a Master's Degree in Pharmacy, Sridhara HL is Co-Founder and Director of Recues Biosciences. With over 21 years of rich experience in Pharmaceutical, Clinical Research, Stem cell, and medical communication companies, he has served the industry as Regional Manager, DGM, GM, and VP of Operations in various companies. At Recues Biosciences, he is responsible for heading the marketing and sales with a prime focus on launching world-class, best quality Biotech and Medical Device products in India and abroad.

With a Masters in Biotech and JRF from IIT-Hyderabad, Vignesh Subramanian, Co-Founder & Director, Recues Biosciences, has always been in pursuit of understanding the world of regenerative medicine. His primary goal is to converge diverse professional experience and education to conceptualize innovative point-of-care medical devices/products that can simplify the process of treatment for both doctors and patients while amplifying the effect.

Srivathsa G.S., CEO, Recues Biosciences, has over 20 years of work experience in the Health Care, and Banking Sector. He has launched new bank branches in uncharted territories from ground zero. He handled end-to-end CRMs, P&L, Auditing, Fundraising, Trade & Forex, Compliance, Team Management, Recruiting, Training, Knowledge of SLAs, etc. At Recues, he provides in-depth market analysis opportunities, forecasting, compliance, and building valuation for the organization and its brands.

Apart from the trio, Mr.T.R.Manjunath- Managing Director(Angel Investor), and Ms.Ishita are also founding members of the company and have been integral parts in the growth of the company.

PGDM - 2 Years

Post Graduate Diploma in Management (AICTE Approved)

Major Specializations:

Marketing / Finance / Human Resources / Information Technology

Open Electives:

- Retail Management **OR** Tourism & Hospitality Management
- Supply Chain & Logistics **OR** Small & Micro Business Management

Additional

Executive Diploma

in International Business from Oxford Business College (U.K.)

One Week Fully Paid Complementary Study Trip
to Oxford/London (U.K.)

Diploma in

Media & Entertainment

from Asian Academy of Film & TV

Print Media | Management of Radio Stations

TV Channel Management | Cinema Management

New Media | Event Management

Certification in

Entrepreneurship from EDIC

Certification in

Corporate Communication

Executive Certifications in

• **Digital Marketing**

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NEWS, EVENTS, PROMOTIONS + IDEAS

CXO OF THE YEAR 2021

AVSN MURTHY

DESMI INDIA PRIVATE LIMITED

AMIT MAHESHWAR

SOFTLINK GLOBAL

GAURAV ARORA

ENHANCE HOSPITALITY

ARUN H SUBRAMONY

EMPEREAL INC & SPRINTRAY INC

SESHADRI VANGALA

IFIN GLOBAL GROUP

DESMI: MAINTAINING AN INNOVATIVE APPROACH TO SUPPLYING TO THE GLOBAL MARKET

AVSN MURTHY, MANAGING DIRECTOR

A Founded in 1834, DESMI is one of Denmark's oldest companies that specializes in the development, manufacture, sale, and service of pumps and pumping solutions for Marine & Offshore, Defence & Fuel, Industry and Utility incl. environmental equipment for oil spills, seaweed, and clean waterways. They have a strong foundation supplying good, reliable, and sustainable solutions, maintaining an innovative approach to supplying to the global market. Their pumps and systems are sold to more than 100 countries and are sailing across seven seas across the globe. They have a worldwide network of subsidiaries and distributors. DESMI India Private Limited was established in 2016 as a strategic move by DESMI to support the 'Make in India' and 'Atma-Nirbhar Bharat'.

About the Managing Director

AVSN Murthy is the founding Managing Director of DESMI India Private Limited. He played a key role in setting up footprints of DESMI in the Indian market by starting up a Liaison Office in 2014 prior to the current manufacturing facility in Hyderabad. With experience of more than 29 years, he was influential in taking DESMI to new heights in expanding DESMI growth in one of the most competitive markets and making the Indian subsidiary.

AVSN Murthy is a Mechanical Engineer and Master of Business Administration by qualification and has had many stints in the past with globally reputed companies like Grundfos, SPX, CUMI (Murugappa Group), Sealol etc. He likes to connect with people without any pride and prejudice that has made him one of the most approachable human beings by many of his colleagues, customers, friends, and many people. He considers reading books and listening to podcasts about leaders, successful people as the best investment of time and money. This helps him to deliver good speeches and motivational sessions in the organization. He believes in walking the talk and being an authentic person. All these traits have helped him become a successful person in his career.



I ALWAYS FOCUS ON BUILDING A FOUNDATION WITH A TEAM WHO ARE SINCERE, HARDWORKING AND COMMITTED, I AM VERY PROUD AND HAPPY TO BUILD A BIG BRAND FOR DESMI WITH AN AMAZING TEAM WHOM I WILL CHERISH FOR A VERY LONG TIME

An Outline of the Business Portfolio

DESMI's business is categorised into five different verticals Marine & Offshore, Industry, Oil Spill Response, Defence & Fuel and Utility. The company is globally and locally reputed for its Engine Room Pumps, Ballast Water Treatment Systems, Fire Fighting Systems, Intelligent Energy Savings Systems and Cargo Pumps supplied to many of the Shipyards, Ship Managers, Ship Owners, and ports to a wide range of applications.

In Industry vertical, DESMI supplies Centrifugal and Gear Pumps to the pharmaceutical industry, cement plants, chemical plants, and food industry where DESMI's Pumps are one of the globally reputed brands for pumping Chocolate, Bitumen, Isocyanate, Lube Oil, Paints and Inks.

"Whether the requirement is for offshore, or nearshore, the Arctic or Equatorial environment, DESMI EnviRo-Clean continues to deliver proven solutions for all oil spill conditions including marine debris and seaweed. In this vertical, we have clients like the Indian Coast Guard, Sea Ports, Petroleum Refineries and so on. We are proud to supply to many of the major Indian ports in India," says AVSN Murthy.

DESMI designs and builds liquid handling solutions used by military forces and navies around the globe with the main clients such as the Indian Navy, Indian Coast Guard, Bangladesh Navy and Sri Lankan Navy as the prime clients of DESMI India. The company also supplies energy-efficient and reliable pump solutions to all kinds of commercial building services for HVAC Applications.

Turning Challenges into Opportunities

The pandemic put an immediate halt to many business activities across the globe. This has not only affected the business but also the civil life of the entire workforce. The pandemic has led to many men and material movement restrictions, several lockdowns, impacting the economy. Some of the challenges faced by the company were capacity underutilization, supply chain disruption, exorbitant escalation in raw material prices and maintaining the financial liquidity.

"With quite a planning and engaging the employees in online activity, we had slowly come out of the restrictions with necessary permissions in place and bounce back to the speed and cope up with the pre-pandemic culture.

I BELIEVE THAT TO BECOME A CEO IS AN INDIVIDUAL ASPIRATION BUT THAT DOESN'T END THERE WITHOUT PERSISTENT GROWTH AND ACHIEVEMENT. MY FUTURE ENDEAVOUR AND PASSION ARE TO MAKE THE COMPANY BIGGER AND BE THE BEST BRAND IN INDIA IN THE MARKET WE OPERATE IN

Despite many such challenges and hurdles, we stood strong to achieve our market share and targets as planned by utilizing the online medium for aggressive marketing and sales in the way of Social Media Marketing, Virtual Meetings, Online Seminars etc," he explains.

He adds, "In an ever-changing industry, learning from other's successes and challenges makes us all better and produces a higher quality product - whatever that may be. Being surrounded by supportive teams and knowing that the company is working towards the next level motivates us to provide better customer satisfaction."

The team of the organization is young with an average experience of not more than 2-3 years. AVSN Murthy believes that the organization is nothing but a group of people and tries to keep their spirit high by providing continuous motivation. He says, "I always focus on building a foundation with a team who are sincere, hardworking and committed, I am very proud and happy to build a big brand for DESMI with an amazing team whom I will cherish for a very long time."

Technology Matters

Immersive technologies such as VR, AR, 3D printing has penetrated the business markets in a huge way and unknowingly mankind has been dependant on these new tools especially from when the crisis of the Covid-19 pandemic hit the world. Marine and Offshore are one of the prominent users of Virtual Reality, 3D Scanning to attend the complex problems. These innovations have saved lots of travelling time, engineering man-hours and accuracy making the solutions more precise and effective.

"At DESMI, we have launched an AR mobile application where the Ballast Water Treatment System (BWTS) can be viewed, studied, and placed virtually that helps our customers to understand more than the regular brochures, catalogues, and videos," he asserts.

In the Marine & Defence industry, where the breakdown costs are huge, 3D printing has helped the industry to have quick solutions by printing spare parts, components onboard the ships in the middle of the oceans. The company looks forward to more advancement of these technologies.

Future Endeavors

Since the inception of DESMI India as a Liaison Office and later evolving as an assembly and manufacturing centre, the company had many objectives and accomplishments which include entering this complex market and achieving higher market shares in a few of the markets such as Commercial Vessels, Industry, Oil Spill Response Equipment. In such a short span of time, the company started working with the Indian Navy and Coast Guard. Nevertheless, their immediate milestone is to grow the revenue of this Indian entity to an INR. 1000 million.

He says, "I believe that to become a CEO is an individual aspiration but that doesn't end there without persistent growth and achievement. My future endeavour and passion are to make the company bigger and be the best brand in India in the market we operate in."

AVSN Murthy concludes by saying, "In this VUCA world, support and service outperform the brand, product, and quality. My recommendation for all the organizations is to become a customer-centric culture where more interaction should be post-sale than pre-sale. It is always a trade-off between pain and gain. Develop a stringent feedback system to measure, prioritize and scale the human experience on the products and solutions delivered."

He further adds, "Crisis management is one important factor where all the strategies become nought at several workplaces. When a crisis happens, and though everything is done right, the problems still creep through. The main strategy is to be prepared for it. Become better at crisis management by keeping your customer very well and explore and evolve on the historic data and predictive analysis."

ARUN SUBRAMONY HELPS TRANSFORM THE LIVES OF PEOPLE AROUND THE WORLD

ARUN H SUBRAMONY, CHAIRMAN EMPEREAL GROUP, AND CFO AND BOARD MEMBER, SPRINTRAY INC.

All successful businesses have one thing in common: Focused and empathetic leaders who drive the company with passion and determination. They become invaluable as they inspire employees to believe in themselves and contribute to their full potential, and constantly recalibrate the business models to respond to changes in the external environment to achieve the company's goals. These GenNext leaders become the driving force of impact and success as we usher in Digital Economy. Arun Subramony, CFO of SprintRay and Founder Chairman of Empereal, is one such energetic leader who inspires, aligns and builds a fearless global team to deliver on audacious goals.

Arun received his undergraduate degree in Mechanical Engineering, and MBA's from the University of Madras, and Kellogg School of Management. He also completed his academic requirements as a Ph.D. Research Scholar at IIT Madras. With over 30 years of experience in building businesses in the Americas, Europe and Asia with companies like Wipro, Microsoft, UST, Empereal and SprintRay, Arun has demonstrated consistent success in investing, incubating, and growing business lines.

Arun enjoys being a serial entrepreneur and an early-stage investor in hyper growth companies. He has been a Cleantech evangelist for over 15 years, and is recognized as a Social Pioneer and Change Leader in the Knowledge Economy and Renewable Energy industry. He was invited by the White House during Obama Administration to contribute and exchange ideas with select business leaders assisting the Chief Economic Advisor on policy matters. He co-founded Empereal Group, with its vision to empower communities around the world with clean energy and desalinated water. Over the last 13 years, Empereal contributed to significant reductions in carbon footprint, and improved the sustainability of industries and commercial establishments. Empereal Group is a proud recipient of several prestigious awards for innovation, impact and execution from MIT, FICCI, Media, Governmental agencies and research institutions of repute. Arun later teamed up with John Cox and Erich Kreidler, and SprintRay Co-Founders Jing, Amir, Hossein, and Liang,



Arun Subramony
and his mentor
Dr. Ram Charan

I CONSIDER MYSELF VERY FORTUNATE TO HAVE AND BE AMONG BEST OF FRIENDS IN MY LIFE: PERSONAL, SOCIAL, ACADEMIC AND IN BUSINESS. I ALWAYS TRY TO GIVE MY 100% TO EVERYTHING I CHOOSE TO BE ASSOCIATED WITH

to enable SprintRay to accelerate and pursue its vision of providing accessible and affordable oral healthcare to patients around the globe.

At SprintRay, the firm that provides end-to-end workflow solutions for Digital Dentistry, Arun instilled the concept of triple digit growth in 2021 in the midst of COVID, enabled Sales and Marketing teams to deliver 100% + revenue growth. SprintRay continues to be bullish and plans on hyper growth curves for the next 5 years in line with SprintRay's Mission. "Erich, President @ SprintRay keeps it simple and audacious at the same time. His Mission for SprintRay is to be a key enabler for 'Confidence and Smiles' for every human on Planet Earth, through Digital Dentistry solutions". John Cox led the company's workflow strategy to success

with his mantra of "Frictionless, Touchless Same Day Dentistry". The firm found a perfect partner in Usain Bolt, 8 Time Olympic Champion and the fastest Sprinter on Earth, to represent the Brand for Speed, Quality and World Class Performance.

He adds, "I consider myself very fortunate to have and be among BEST of friends in my life: across personal, social, academic circles and in business. I always try to give my 100% to everything I choose to be associated with. As an entrepreneur and professional, the sense of ownership and belonging to the business is critical. The primary role may be CFO, Chairman, or CIO, but that sense of ownership elevates you to become an enabler of success across functions, geographies, and stakeholders.



Arun with Usain Bolt,
Fastest Sprinter on Earth

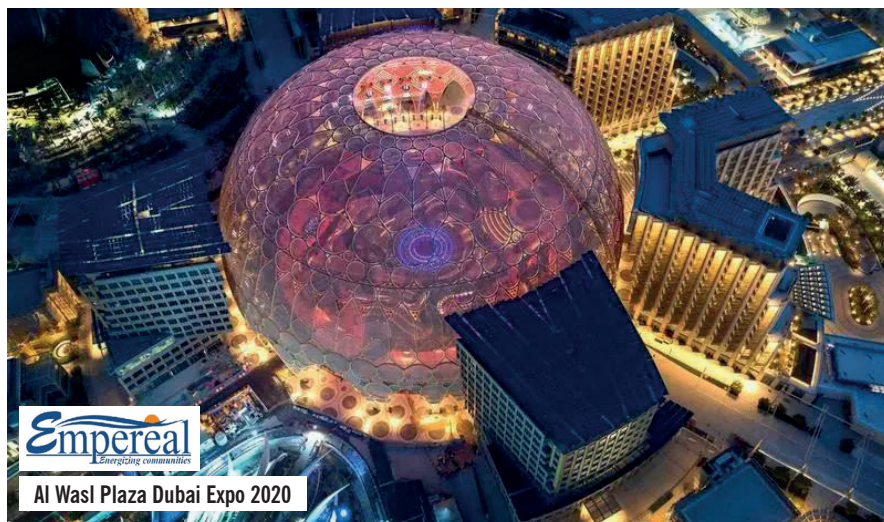
We have designed the above organizations with a team leadership approach to run the business. Here, all critical decisions are taken as a team. The external world sees One Team, and Hears One Voice."

Setting Goals and Overcoming Challenges

Arun believes that goals come from dreams, and they are unlimited. He sets Big Hairy Audacious Goals (BHAG's) in everything he does and also explains to his colleagues and friends that BHAG is beautiful. He says, "Everyone needs to know they are building a Taj Mahal and not just placing a brick, and that inspires them to go all-in for achieving the Mission Impossible. Measure what matters and keep it simple. Trust and Reward everyone around you and have their back through thick and thin. And as my all-time favorite Management Guru Ram Charan says: Focus, Simplify and apply Common Sense. I am constantly working on increasing the odds of achieving the goals, by learning and applying Ram Charan's Mantra."

- SprintRay's 'Mission Impossible' CEO Amir Mansouri embraced the COVID crisis as an opportunity and the company was guided through 3 operating principles through 2020 and 2021:
- "SprintRay will come out of the COVID crisis stronger than how we got into it.
- Take care of every employee and their families and every client and their business. Hold everyone's hand through these moments of crisis without looking at contracts and investing in them.
- Double down on investment in core areas of R&D, customer care, and building amazing products in record time. "

At SprintRay, people strategy and culture made all the difference. SprintRay's Chairperson for People Strategy, Girija, and Chief People Officer, Ed understood, preserved, and enriched the SprintRay work culture as the most compelling differentiator in winning the 'war on talent', while providing a fearless fun filled environment for every Sprinter.



Empereal
emerging communities

AI Wasl Plaza Dubai Expo 2020

Arun is delighted beyond words and proud of his Finance and Legal team and said, "Our Finance and Legal Leadership team led by Ray, Yingfei, and Stephanie focused and delivered on building a robust financial model for sustainable growth, and RSU roll-out with 100% employee equity participation, that wowed the Tier 1 analysts in Investor and Banking community." The company tripled in size in the last 21 months since COVID took the world by storm, and introduced 20 new products and services in 2021.

"At Empereal, we followed a similar approach in executing over 50 plus infrastructure projects, including several iconic and complex Energy projects at Dubai Expo 2020. Our Co-Founder and Managing Director (Manoj aka Super Man) pulled off a few miracles and 'Mission Impossible's' in steering the company to record growth and superior execution with several headwinds hitting us at the same time. When most of the Giant Brands in the energy sector failed to comprehend the complexity and deliver on seemingly impossible tasks, Empereal delivered on schedule," he explains.

Defining Success, Future Plans and Tips for CXO's

Arun feels fortunate to be involved with opportunities that impact and transform lives. He says, "A grandmother in a rural setting in Jamaica being able to eat healthily and smile with confidence for her grandchild's wedding, a mom getting access to potable drinking water in India without having to walk 5 miles to get a bucket of water for her family's needs, a child from a third world country getting access to good education in a school and home with uninterrupted renewable power, an uninsured American getting access to world-class oral health care through our foundations and partners. I take inspiration from these real events and label them as 'Significance beyond Success'." He further adds, "As we go through that incredible journey, an opportunity or two to build iconic brands will be great milestones. Working with people whom we love and respect, makes the journey all the more exciting."

As a successful serial entrepreneur, Arun Subramony is emphatic when he says "Success chases people who seek 'Joy in learning' and who do 'What they Love'. He encourages entrepreneurs to try and build disruptive organizations that are fearless and ones that never get intimidated by the giants currently dominating the business. Arun wants everyone to be grateful and always count our blessings and find happiness with what we have.

ENHANCE HOSPITALITY: BRINGING LUXURY HOTEL & DESTINATION EXPERIENCES TO INDIA

GAURAV ARORA, FOUNDER & CEO

Enhance Hospitality offers integrated sales and marketing solutions for hotel and travel-related organizations planning to do business in India. The company acts as the Indian representative of several prestigious international luxury hotels and tourism bureaus. Their focus business segments are tourism, hospitality, aviation, and trade bureaus.

"At Enhance Hospitality, we help global luxury hotels and destinations to tap into the Indian travel market. Our representation services focus on sales and marketing of our global luxury hotel and tourism partners", says Gaurav Arora, Founder & CEO, Enhance Hospitality.

The company has several hotel partners that include:

- LUX* South Ari Atoll Resort in the Maldives.
- The Chedi Muscat, Oman — a GHM Hotel
- Sunway Hotels & Resorts operates a portfolio of 12 hotels in Malaysia, Cambodia, and Vietnam, representing over 3300 guestrooms, suites, and villas at its owned and managed properties.
- Villa Copenhagen in Denmark, which is an iconic luxury hotel that opened in July 2020.

About the Founder

Gaurav Arora is the Founder and CEO of Enhance Hospitality. With over 17 years of experience, he has a passion for marketing global luxury hotels and international travel destinations. This led him to work for different multinational hotel companies. He has worked with some of the best hotels like Leela, Marriott, Hilton Hotels, and Shangri-La Hotels and Resorts.

Having worked for different global hotel chains in the sales and marketing domain, he decided to set up his own venture - 'Enhance Hospitality' in 2018. "My role at Enhance Hospitality is to make sure that the brand lives up to its name. Growth is our fundamental driver. And we visualize growth for all stakeholders at Enhance Hospitality be it our teams, customers, or hotel & tourism partners," says Gaurav.

In his spare time, he teaches in business management and entrepreneurship domain, which



GROWTH IS OUR FUNDAMENTAL DRIVER. AND WE VISUALIZE GROWTH FOR ALL STAKEHOLDERS AT ENHANCE HOSPITALITY BE IT OUR TEAMS, CUSTOMERS, OR HOTEL & TOURISM PARTNERS

keeps him connected to business schools and aspiring young entrepreneurs.

Leading by Domain Knowledge

The company understands luxury hotels, destinations, and travel trade partners which distinguishes them from their competitors. "We firmly believe that our experience in luxury hotels and destinations is a huge advantage and value for our hotel and tourism partners. We have a young, energetic, and dynamic team that understands the requirements of the travel trade fraternity in an increasingly digital context. All our team members are very digital savvy & have a knack for luxury hospitality," says Gaurav.

He further adds, "At Enhance Hospitality, we take care of our team. And the team takes care of the business. I believe that my team will act with the customers and

hotel and tourism partners in the same way as I act with them. So, the principles of trust, care, and taking ownership are integral to me. We take care of them, and in turn, they take care of all our stakeholders."

The company has five core values; Integrity, Impact, Humility, Collaboration, and Channelized Efforts which helps them to achieve their desired goal. "The concept of working in a team together is ingrained in our DNA. Our focus on our teams is quite intense. We truly believe that the Enhance team carries the flag for all our hotel and destination partners in the Indian travel market," he asserts.

Overcoming Challenges

The pandemic was challenging for all the hospitality and travel industry. But the company saw it as an opportunity and changed its strategy. "The entire functionality of sales and marketing for global luxury hotels and tourism destinations has changed for us. We have essentially become a digital sales & marketing company for most of our clients during this last year and a half. Our team has been connected to customers through social media engagement and e-tradeshows. And, going forward, we will have a hybrid model which will include a physical as well as a digital presence," he says.

The company has learned a lot about digital content as how creativity can help reach the right customers. So, in the post COVID era, they will continue to communicate with their customers through the digital medium. They will create influence for the Indian travelers using digital context. "We have a great opportunity to bring amazing global hotel and destination experiences into the Indian travel market and make it available to our travel trade & wedding industry partners, and then eventually to our Indian travelers," he says.

Future Endeavors

Enhance Hospitality has a clear roadmap. They aim to bring the best luxury hotel brands and destinations into the Indian travel market. They want Indian travelers to get access to these brands and take the opportunity to visit them. The Indian travel market will witness growth in the post-COVID era.

IFIN GLOBAL GROUP: FINDING AND RETAINING THE RIGHT TALENT

SESHADRI VANGALA, CHAIRMAN AND GROUP CEO

IFIN Global Group specializes in Global IT consulting and workforce solutions with offices across the UK, USA, Canada, Netherlands, Japan, and India. The company proactively does talent mapping and provides the best candidates to their clients with on-demand quality talent. Their comprehensive search methodology focuses on the superior quality of candidates. They have a team of specialist recruiters, a board of technologists, and domain experts who are well-versed in the industry trends and opportunities within the market. The team brings art, science, and design thinking into the hiring process and identifies highly qualified talent across verticals like BFSI/ Fintech technologies, cyber security, data science, ERP/CRM, RPA, and digital that includes UX/UI, API, and JS frameworks developers.

IFIN has been a preferred partner for Fortune 1000 and global blue-chip companies comprising banks, financial institutions, exchanges, asset management wealth management, FinTech, Retail, Healthcare, and technology product companies.

About the Group CEO

Seshadri Vangala is the Chairman and Group CEO of a portfolio of firms, IFIN Global Group consisting of IFIN Global and IFIN Talent Global & S Global Group. With over 24 years of experience in working in the talent, technology, and transformation domain, he embarked with a vision to be a game-changer in workforce solutions. He has worked with companies like Hewlett Packard, HCL, and Deloitte. He was also instrumental in building organizations from the scratch to being multi-million-dollar global enterprises in a short span of time.

As a Group CEO, Seshadri manages the business's overall success by leading the development and execution of long-term strategies to increase shareholder value. He is responsible for creating and implementing the organization's vision and mission, evaluating the work of other executive leaders within the company, including the directors, vice presidents, and other team members. He sets strategy goals that are measurable



and attainable, assesses risks to the company, and ensures they are monitored and mitigated.

He was appreciated by the current UK Prime Minister Hon. Boris Johnson, EU and UK Members of Parliament, Lord SK Bhattacharya and other dignitaries for promoting trade between the UK, EU, and India. He plays important roles in Management Committees of Global Trade bodies/forums such as London Chamber, CII, NASSCOM, EU-India Business and Industry, and more. He is also elected as chairperson for the HR council in ASSOCHAM and the MSME council for TS and AP.

Company at a Glance

To be the world leader in the workforce solutions space, the company undertook incremental innovations and process innovations. They leveraged new-age tools and technologies like artificial intelligence, machine learning, big data analytics into their hiring process workflow called IFIN CUBE methodology. In addition, they have a sandbox type of approach where they survey their colleagues, peers, and other relevant stakeholders on their inputs which they try to inculcate in their process.

"As patron members, leading many of the global trade bodies, Fintech associations, and Chambers, we stay abreast of all the happenings in the industry. Quick adaptation to the changes helps us to be the first mover ahead of the competition, says Seshadri.

Since its inception, the company has grown leaps and bounds and has become a preferred partner for many Fortune 1000 and global blue-chip firms for IT consulting workforce requirements. "We have grown from a small 5-member team to a team of 100+ and expanding. That is an impactful milestone for us. The client satisfaction and their testimonials are the real rewards that keep us going," he adds.

Upcoming Projects

IFIN Global Group has recently been recognized as the "Top Placer" in Go Global awards amidst many global contenders in its first entry into awards. The company is planning to open offices in France, Finland, Brazil, Singapore, Honk Kong, Australia, New Zealand, Sweden, Denmark & Norway by early 2023. They are planning to hire more talent working in the direction to be a true global player of workforce solutions.

"We are also excited about the opportunity that the expansion would create in one of the causes very close to our hearts, Women entrepreneurship. Our women workforce who has a passion for Entrepreneurship have always motivated me. They take ownership and lead the organization to what we are today. I feel blessed to have walked this path with 100+ women entrepreneurs in championing the thought of self-reliance and waving the flag of success," he asserts.

He concludes by giving advice, "One should inspire people around to think big and believe in creating an impact through their actions. The structure of the mind is what drives performance. Look at obstacles as opportunities. If you are presented with hardship, it is merely an opportunity to do more than you could the day before. Also, having a birds-eye view helps in moving away from short-term objectives to not lose sight of the bigger goals."

SOFTLINK GLOBAL: EMBRACING DIGITAL TRANSFORMATION IN LOGISTIC INDUSTRY

AMIT MAHESHWARI, CEO AND MD



**WE ARE THE
PIONEERS
IN BRINGING
THE LATEST
TECHNOLOGIES
TO THE INDUSTRY.
WE SENSE
CUSTOMER/
INDUSTRY NEEDS
EVEN BEFORE
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WE LAUNCHED
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BASED ERP
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STILL HAPPY
WITH DESKTOP
SYSTEMS**



Commenced in 2005, Softlink Global started its journey with an aim to simplify the complexity in the supply chain industry using technology. When most of the Indian IT Industry was focused on providing IT services, the company decided to develop ready-to-use software products for all its customers. Today, Softlink's IT products are used by leading freight forwarders, customs brokers, third-party logistic companies, CFS, warehouse operators, transporters from across the world.

They are serving more than 100,000 users from South East Asia, the Americas, Europe, the Middle East, Africa from its offices in the US, Philippines, and India. In India, Softlink Global has offices in New Delhi, Mumbai, Chennai, Kolkata, Ahmedabad, Bangalore, and Hyderabad.

About the Founder

Amit Maheshwari is the mastermind behind the long-standing growth of Softlink Global. Under his evolutionary and innovative vision, Softlink's team is developing technology to automate and streamline logistics business. He is responsible for Softlink's overall global operations, including all regional business operations and corporate functions such as marketing, product development, quality, and technology. His expertise lies in strategic planning, information management, financial resource management, product development, and marketing.

Amit is known for his thought leadership and revolutionary ideas across the logistics industry. His 'eye for details,' technical and creative skills, and commercial awareness led Softlink to succeed in every software product created.

Company at a Glance

The supply chain industry is very dynamic and constantly evolving. Softlink is a technology company that has developed a product called Logi-sys to simplify the complex supply chain industry. Logi-sys helps to integrate and automate the entire operations of the supply chain logistics companies. Their goal is to make sure that their customers are ready to face any

challenges, and hence, they keep on innovating with their products.

The company's expertise lies in its domain knowledge, technology, and experience. Their customer focus and ability to predict the future has enabled them to remain ahead of their competition.

"We are the pioneers in bringing the latest technologies to the industry. We sense customer/industry needs even before customers realize them. We launched a Fully Cloud-based ERP System when Industry was still happy with desktop systems. Softlink always works in the future. We are constantly innovating. Our customer support is considered the best in the industry. These are a few of the many factors that differentiate us from our competitors. Our customer retention is almost 99%, the highest in any industry," says Amit.

Softlink caters to customers from small & medium enterprises to large multinational organizations conducting business from multiple locations or countries. Some of their clients are DHL, UPS, Ikea, All Cargo, Indian Airforce, Air India, etc.

Speaking about the pandemic, he says, "Lockdown did not come as a surprise to us. We have customers across the world, which made us fully aware of the ground realities. All of our offices situated in India started working from home much before the lockdown was announced. We saw this as an opportunity to test the resilience of our processes and make them more robust."

The company implemented complete work from home, and their support team was quick to respond to all their customers with their contact details. Their team is dynamic and innovative that is highly sensitive to customer experience. "Our IT team came into action and ensured that all team members could access their applications and data from our internal cloud. VPNs were set up to ensure security. Our accounting was already on the cloud, so the transition was smooth. Our development team faced some problems initially due to the infrastructure at their places, but soon that was overcome. Overall, our experience of working from home is excellent, and even now, most of our workforce continues to work remotely," he explains.

During the pandemic, Logi-sys ensured no shortage of essential commodities and medical supplies to the community. Their customers did not face any issues. All of their departments continue to work smoothly.



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Since Logi-Sys works on any device, hence there was no mandatory need for desktops and laptops. Today, the company is Number one in the logistics technology industry in India, and soon it will become Number one across the world.

Implementing Digital Customer Experience

Digital Transformation has become the need of an hour. Every company needs to adopt new-age technologies for the smooth working of day-to-day operations. Digital transformation affects both the internal and external environment. Internally, the workforce resists the change because of a lack of digital skills and conviction. Externally there is resistance as the customer feels it is easy to pick up the phone and talk to an executive. Becoming digitally transformed helps companies to provide a better customer experience. They will also have better customer insights which will help in increased productivity and profits.

"Customers should be served using omnichannel with the care of similar experience across the channels. With Logi-Sys, our clients have not only achieved digital transformation but also enhanced customer satisfaction by increasing the consistency of services," he asserts.

"The best thing about the Logistics Industry we serve is its dynamic nature. Every day is a new day. What worked yesterday may not work today. We, as a leading technology supplier to the industry, have to be always on our toes. We have to remain agile while constantly innovating. Regulatory changes are an everyday challenge. There is never a dull day. We get our satisfaction when customers appreciate our efforts," he adds.

Future Outlooks

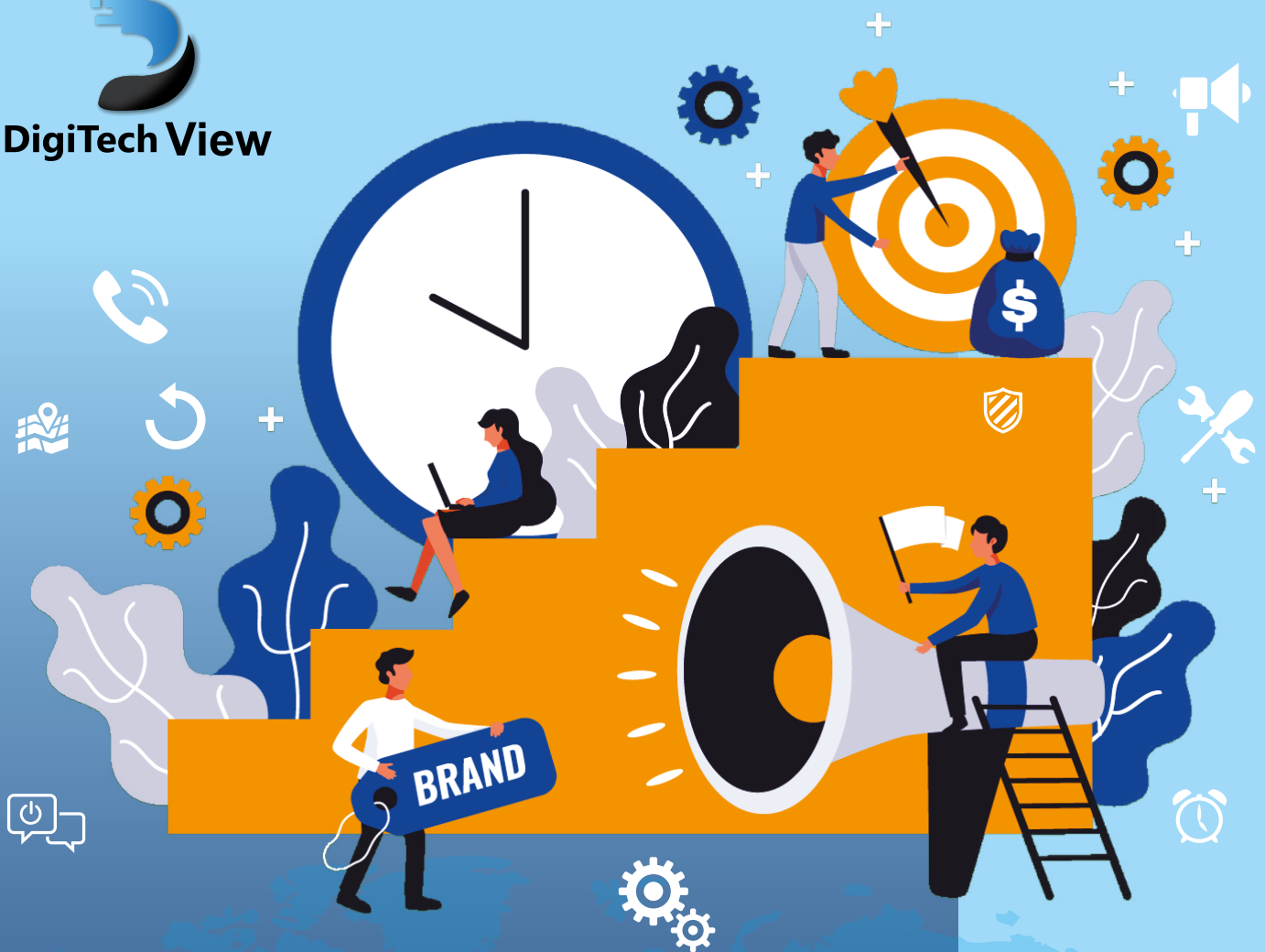
Sudden lockdown impacted many logistics companies. Softlink's mission is to ensure that these companies realize the importance of technology, particularly cloud-based end-to-end systems, and provide their business with much-needed resilience. "We are adding more and more automation using Artificial Intelligence and Machine Learning to our applications which will help logistics companies to increase their ROI. We are also launching the blockchain-powered digital collaboration platform Trade CHAIN, which will facilitate instant sharing of data, documents, and messages securely across the trading partners. We are working on many exciting technology products that will become the backbone of the industry in the coming times. For existing products, we are expanding into geographies that are still not touched by our solutions," he says.

Currently, Amit is working on many exciting projects in the diverse field of trade, finance, and early education. "I am very passionate about early childhood upbringing. I always feel that a person is created only during 0-10 years, and afterward, it is only skill development. Kloudkids integrates Gurukul, Kindergarten, and Montessori education systems and powers them using the latest technology. Kloudkids can be considered a full-fledged home school or can be combined with traditional preschools. The idea is to promote inquiry-based 360-degree learning rather than rote culture. Reco is another offering for the Fintech world. Most of the businesses have outgrown Tally and Quickbooks, which are essentially only designed for bookkeeping. On the other hand, Reco is a full-fledged financial platform that helps in global taxation and any transactions while providing unmatched control and visibility into company finances. In addition, I am working on a few more projects which are equally exciting," he asserts.

He concludes by saying, "Believe in yourself and never be afraid of experimenting. One must deliver improved customer service as it is the key differentiating factor that keeps one ahead in the competition."



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DIGITECH VIEW

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