

FORTUNE

NOVEMBER 2021

INDIA
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



ARIF KAZI

MANAGING DIRECTOR
& FOUNDER,
DUSTVALUE PVT LTD

Super 30
COMPANIES 2021

EDITOR'S NOTE

In the rapidly evolving markets, creating a competitive edge is essential for a successful business. Many companies are adopting new-age technologies to become industry leaders. Technology is helping them frame their business strategies as never before. Every organization is now looking to become a tech company as it helps automate many functions to make workflow better, faster, and cheaper.

Today, business leaders are not only adopting technologies but also working on building strong and reliable teams. They want to leverage their expertise and experience to achieve the goal of the company. During the pandemic, these leaders supported their employees' physical and mental well-being. They also played a key role in demonstrating empathy and taking appropriate actions to help their company grow.

In this issue, we will look at some of the companies that are adapting and deploying digital strategies and approaches at a rapid speed. We will also witness how good work culture can increase motivation, maximize productivity, and encourage collaboration. These people are the true inspiration for anyone who wants to learn about keeping pace with the changing dynamics of the markets.

Malavika Sacchdeva

Association With



DigiTech Media

Plot No. 4 Laxmi Garden,
Kirti Nagar, New Delhi- 110015
Email: info@digitechview.com
Website: www.digitechview.com
Mobile: +91 8130967640

CONTENTS

**SUPER 30
COMPANIES 2021
NOVEMBER 2021**

03 COVER STORY

DUST VALUE

**Delivers the Right
Experience to the
Right People at
the Right Time**



05

WINNI

an emerging leader in Online
Gifting & Bakery Retail
driving industrial paradigm
shift

06

[24]7.AI

brings the future now with
customer-centric digital
transformation strategy

07

ABELLIAN

From a Start-Up to the Front
Runner in Financial Advisory

08

BATTRE ELECTRIC MOBILITY

Making India future-ready
with its electric vehicles

09

BEACON TRUSTEESHIP PROVIDES

Value-Addition Beyond
Conventional Trusteeship

10

DARYAGANJ HOSPITALITY

Reviving the Secret Recipes
of 1947

11

DNV FOODS

100% Authentic and Pure
Food Products Company

12

DDB MUDRA GROUP

Taking Advertising Industry
to the Next Level

14

EVERESTENGINEERING

Making Others Successful

16

GM MODULAR

Simplifying lives with
path-breaking, innovative
products

18

ISFC

Strives to Empower
Educational Infrastructure
by Providing Innovative
Financial Services

19

INUXU DIGITAL MEDIA TECHNOLOGIES

We Enable our Clients to
Experience the
Enormous Power of Regional
Advertising

20

NEXTAZY

Building Blockchain-enabled
Future

21

ROOTS COLLEGIUM

Optimize Student Skill-set

and Competencies to Achieve
their Career Goals

22

SQUARED CIRCLE E-COM

Helps its Customers to
Migrate from Offline
Presence to Online Presence
Seamlessly

24

SQUAREROOT SOLUTIONS

Helping European Tech
Start-Ups Launch World-
Class Apps

25

THEOTHER 2 THIRDS CONSULTING LLP

Improving Productivity of
Employees across Industries

26

NISHA KAUR UBEROI

Role Model for Aspiring
Lawyers

27

WHEEBOX

Transforming the face of
Indian Higher Educational
Ecosystem with AI Proctored
Assessments

28

WORKLINE

Making it Easy for all
Humans at Work

Disclaimer: This initiative is a special marketing initiative of DigiTech Media in partnership with Fortune India Exchange. Views and opinions expressed in this magazine are not necessarily those of Fortune India, DigiTech Media, its publisher, and/or editors. We (at DigiTech Media) do our best to verify the information published but do not take any responsibility for the absolute accuracy of the information, and readers' discretion is therefore recommended.



DUST VALUE DELIVERS THE RIGHT EXPERIENCE TO THE RIGHT PEOPLE AT THE RIGHT TIME

ARIF KAZI, MANAGING DIRECTOR & FOUNDER

W“We are what we repeatedly do. Excellence, then, is not an act, but a habit”, words penned by one of the greatest philosophers of western history Aristotle perfectly sums up Arif Kazi’s approach to life and the philosophy his company Dust Value exemplifies.

What’s in a name?

Using an oxymoron for a company’s name piques the interest of most people (including us). We couldn’t help but dwell deeper into understanding its origins. “It is a very catchy name from a commercial point of view and is always a great conversation starter, everybody asks us – Why Dust Value? Today, many companies use data at various stages and for different purposes. But as the business grows, they forget the gold mine of wealth they have accumulated, and it starts gathering dust. We started the company with an intention to analyze this data and bring value to businesses in the form of generating leads, reducing customer acquisition costs, helping with customer retention, conceptualizing growth strategies, etc,” says Arif Kazi, Founder & Director, Dust Value.

From the Beginning!

Arif Kazi’s journey started from humble beginnings in Mumbai, Bandra. As the eldest son, he attributes a lot of what he is today to his mother. “My mother, despite not finishing high school, is extremely intelligent, dynamic, and has great

entrepreneurial skills. Had she gotten the kind of opportunities we do in today's time, she would have been an exceptional leader," he says.

With over 25 years of diverse experience in international sales, he is known for his customer-centric approach. Arif started his career as a marketing executive and swiftly climbed his way up the corporate ladder managing the country-wide and international business for large IT business conglomerates that includes Fortune 500 companies.

Having gained this wealth of knowledge, Arif founded Dust Value, a direct marketing company, in 2015 with a tiny yet formidable team of 3 individuals. Today, with over 50 employees and boasting of a portfolio of multinational brands, the business stands valued at USD \$2.5 million. The company has also witnessed double-digit growth year on year since its inception.

"We are proud to be associated with some of the biggest brands across different industries like Dell Technologies, SAP, ENTUNE IT Consulting, Gulf Business Machines, Anchor, Learn Studio, SpEd@Home, Indulgence by Indrani, Mockingbird, and more. For us, they are not just our clients but our partners," he says.

The Secret Sauce

Given the plethora of marketing agencies mushrooming in the already saturated market, peppered by fly-by-night freelancers, ensuring double-digit growth, especially through Covid times is no small feat. Dust value hasn't just successfully acquired new clients but managed to establish long-term partnerships with most of their clients. Their keen focus on client relationships and customer satisfaction are what has kept them in good stead. Curious to know what has fueled this exceptional growth Arif shares, "It all starts with understanding the client – what they do, the industry they are a part of and what they are trying to achieve. We go to great lengths to research and understand their position in the market and what sets them apart. Without understanding our customer's business and their needs, it would be futile to take on any marketing efforts on their behalf."

He adds, "Most agencies focus more on building a glitzy solution without really going into the depths of understanding their client and the problem they aim to solve. Once we know our client like we know our family, we move on to the next phase that is designing the solution. We take great pride in being quirky and



WE WANT TO BE A HOTBED OF CULTURE, DIVERSITY, AND PERSPECTIVE. THIS IS ONE OF THE FEW THINGS WHICH MAKES US, AND OUR WORK STANDS OUT

out of the box. We are not afraid to conceptualize and design campaigns that might seem unorthodox at the onset and turn out to be highly effective. Once the campaign has been designed, we execute it with pinpoint precision by targeting the right audience."

Like most successful businesses, Arif believes in quality over quantity and says, "We are not in the business of hoarding clients and delivering for the sake of money. We are picky in terms of whom we choose to work with and focus more on building client relationships rather than revenue relationships."

Not all Heroes Wear Capes

Having a clear vision and approach is only half the battle won unless you have the right people to carry it ahead. The Dust Value team is comprised of talent from across the world and has people speaking in different

languages like Japanese, Korean and Cantonese. "We want to be a hotbed of culture, diversity, and perspective. This is one of the few things which makes us, and our work stands out," quips Arif.

Running an organization that delivers and is at the forefront of innovation along with creating a great place for people to work is a dream shared by most entrepreneurs, however, accomplished by only a few. The diversity in Dust Value's team finds their unity through the organization's culture. Driven by the values of care, mutual respect, and excellence, the team becomes an unstoppable force of effectiveness and efficiency. "I give my team all the autonomy they need. I believe in hiring the right people and giving them the freedom to express themselves the way they want to. Hold your people accountable to the outcome, not the process," says Arif. A firm believer in Daniel Pink's philosophy of motivation, Arif creates an atmosphere where everyone has a sense of purpose, the autonomy to do their work the way they want to, and constantly strive towards mastery.

Given the massive influence his mother has had on him, Dust Value is a strong advocate of woman empowerment and takes pride in being a woman-centric organization. Almost 70% of the senior management positions in the organization are held by women and constitute 60% of the overall workforce.

Despite turnover rates of employees in marketing agencies being very high, Dust Value has a 90% retention rate. He adds, "I want my people to grow with the business on all fronts – personal, financial, and professional."

Road Ahead

Arif strongly believes the road up ahead is digital. Given the saturation in the market, it is imperative to innovate and stay ahead of the curve. Apart from direct marketing services, Dust Value offers a host of services like managing customer loyalty programs, retail merchandising, and media planning. "These services have emerged from our client's needs. With the help of our team, we have managed to seamlessly incorporate them into our business. Our focus will continue to remain on keeping our clients happy, nurturing, and attracting new talent, and constantly embodying the Japanese philosophy of Kaizen, meaning continuous improvement," concludes Arif with a certain sense of pride in what the team and the organization have managed to accomplish so far.

Dust Value has won many awards. Some of them are listed below:

- **MADCon Dubai, 2019 (Global)**
 - Top 100 marketing and advertising companies
- **National Awards for Excellence, India 2021 – 7th Edition**
 - Digital agency of the year
 - Professional CEO (Digital) of the year
 - Best Educational Website (SpEd@Home)
 - Best execution of performance campaign (Mockingbird Studio)
 - Best Digital marketing campaign (SpEd@Home)

WINNI, AN EMERGING LEADER IN ONLINE GIFTING & BAKERY RETAIL DRIVING INDUSTRIAL PARADIGM SHIFT

SUJEET KUMAR MISHRA, CO-FOUNDER & CEO

Winni is India's rapidly growing largest multi-category online gifting organization that offers a wide range of affordable quality cakes, fresh flowers, highly personalized gift items, gourmet foods, and more and serves to approximately 20 million customers annually. Winni is co-founded by Sujeet Kumar Mishra, Chander Pal, Sonali Gour & Abhishek Sharma in year 2013 and currently it is among top 3 online gifting companies along with FnP & IGP.

With a vision to control the quality for online deliveries of cakes and other bakery products Winni entered into bakery retail business 2 years back with a new brand Winni Cakes & More. Despite 2 lockdowns amid Covid Winni Cakes & More has opened 100+ retail stores in 23 states and 5 UTs and in a position to challenge monopoly of the market leader Fern N Petals (FnP) in this segment as Winni has plans to open 300+ stores in FY 21-22.

Winni provides the best range of curated products for every occasion and festival. With its high-quality products, the company has emerged as the most trusted online gifting platform that delivers cakes in just 2 hours guaranteed time in 650+ cities across different states in India. The company has expanded its operations in more than 40 countries and looking to expand its Bakery Retail Chain network in different geographies of the world including APAC, Middle East, Europe & North America. Recently, they have been given an award for 'Emerging Retailer of the Year — 2021' in the Food & Beverages category by Franchise India.

Headquartered in Chandigarh, the company has 350+ employees in half a dozen cities of India. They are expecting its revenues to grow from 65 crores to 150 crores in the current financial year. Today, the company has 3 business models for its different verticals like B2B, B2C, and B2B2C. Winni has ambitious plans that will not just ensure its growth rather play a crucial role in structuring unorganised domestic bakery retail industry in India which has enormous potential as an industry.

About the CEO

Sujeet Kumar Mishra, Co-founder & CEO, Winni,



“ DESPITE 2 LOCKDOWNS AMID COVID WINNI CAKES & MORE HAS OPENED 100+ RETAIL STORES IN 23 STATES AND 5 UTs.

is a young and emerging leader from the retail & e-commerce industry in India. He has played a crucial role in the growth and scale of Winni. Under his visionary leadership, the platform has grown multi-fold in the last few years and emerged as a rapidly growing e-commerce business with a presence in over 650+ cities through its 3000+ vendors along with 100+ Winni outlets. His understanding of e-commerce & bakery retail industry played a significant role in driving massive growth for Winni and he has ambitious plans to make a dent in 8000 crores Indian Bakery industry.

Winni's Key Differentiators

The company delivers quality products at affordable prices. They are the only online platform that delivers cakes in a guaranteed 2 hours. They have an entire collection of bakery products in the vegetarian range and the kind of robust in-house technology they have, that gives them a competitive edge over other players in the market.

“We are the only gifting platform that has pan India physical presence through bakery retail stores. We have a huge base of loyal customers that translates into 50% repeat orders on our website. We maintain our focus on quality assurance and that has made us

the most trusted platform in the country. We want to create employment for people in tier-2, tier-3 & small towns and enable our vendors to earn better on our platform. We also want to offer better opportunities to women entrepreneurs running our franchise stores,” says Sujeet.

New Trends in the Industry

While talking about industry trends, Sujeet highlights, “Consumers are moving to bakery products from traditional sweets for gifting purposes. This is a massive paradigm shift that the bakery industry witness today in consumer behavior. We also see that the purchasing power is increased among people from different demography. There was a time when bakery products were considered to be luxury, but now it has become a need. The online Gifting industry will start consolidating in the next 3-4 years' time. We are going to play a crucial role in that as the leading firm in this domain having a space among the top 2 players,” he says.

“In the future, the personalized segment will rise, and the online gifting industry will grow at a massive scale. The unorganized sector will start organizing. We will also see a rise in health-conscious products like sugar-free, gluten-free, protein-rich products, and more,” he adds.

[24]7.ai BRINGS THE FUTURE NOW WITH CUSTOMER-CENTRIC DIGITAL TRANSFORMATION STRATEGY

ANIMESH JAIN, CHIEF DELIVERY OFFICER, INDIA AND AMERICAS

Established in 2000, [24]7.ai is a customer experience, software and services company that helps organizations create a personalized and predictive experience across channels. Over the last decade, the company has invested in building platforms that enable customer interactions over digital channels. These platforms are enabled by a perfectly balanced combination of Artificial Intelligence and Human Intelligence, which helps anticipate customer intent and brings customer delight. [24]7.ai offer services to global Fortune 500 companies across different industry verticals from multiple delivery locations.

The company's biggest strength lies in its ability to adapt and ingrain technology into its services that are not just tech-enabled but are also tech-enhanced. "We have successfully enabled our people to exercise their utmost efficiency without the fear of burn-out by allotting adequate services to tech automation and letting our employees step in for more complex procedures. This has led to a reduced time-constraint in task delivery, greater efficiency, and better profitability as well as enhanced productivity," says Animesh Jain, Chief Delivery Officer, India, and Americas, [24]7.ai.

[24]7.ai follows a 'People First' policy which places paramount importance on promoting the learning and growth of employees. The organization firmly believes that a contented team paves the way for customer delight, which automatically translates to enhanced sales and growth in revenue. This philosophy has not just helped [24]7.ai to maintain the best retention rates in the industry but has also been a prime reason for eighty percent of its clients partnering with them.

Overcoming Challenges

"The last year marked our 20th anniversary. Of course, we never imagined celebrating our 20th year in perhaps one of the most challenging 12 months of this century for everyone, world over. But we did celebrate it because we believed that it was more than our anniversary, it was also a beacon of hope for all of us in a trying time, so we did it with panache and style, albeit virtually," says Animesh.

Though the situation was chaotic, the team stood together and created a blueprint to ensure two key things, to provide business continuity for our clients and a safe environment for our employees.

"We wanted to ensure that we protect all the jobs and take care of our clients' interests. We responded to the situation swiftly and with urgency. Different teams came together and in true [24]7.ai spirit collaborated across departments and functions to not only find the right solutions, but also work around the clock and deploy them rapidly," he explains.

The company witnessed many new leaders emerging in the process and also saw a great demonstration of resilience. This was a time when a lot of innovations were taking place. Suddenly, work from home became the new normal and the company started developing new processes and practices for the same. "Our main concern was to secure our clients' data, and hence we created all elements of compliance in these remote workplaces. We prioritized our clients' security, safety, and their business as much as we prioritized our employees' safety, health and security. As our

employees settled into the new work environment, we established new parameters, introduced applications and software to manage time, ensure compliance and maintain the confidentiality of our clients' data," he says.

He further adds, "Our people are our most important assets. Though physically apart, I have never felt closer to my teammates across sites."

Developing New Strategies

[24]7.ai is investing in cloud technologies to make the platform available everywhere. They are also migrating their operational services to the cloud to enable the same accessibility. The company wants to change WFH to WFA (Work from Anywhere). "By taking this step, we are stepping into an evolving phase of information security and compliance-related controls. We are implementing industry-leading practices to make our services reliable, consistent, and safe for our employees and clients. Along with technology & tools, our methods and processes also need to adapt to deliver successfully on WFA. So, we are making strategic investments to enhance skills and behavior development across the entire organization," he says.

[24]7.ai continues to invest in building technology and solutions that help in understanding customer intent, seamlessly transition between AI platform and human interactions to provide a great consumer experience. They are also expanding their reach to source talent from beyond the geographical boundaries. "We have already hired around 500 associates for our processes, and they will be in our employment this year onwards. Our priority is to take employment to the right talent, irrespective of their geographical constraints," he says.

Animesh Jain concludes by saying, "Focus on developing yourself – whether it is technical skills or interpersonal skills. Self-development needs to be a continuous life-long process. Take time to sharpen the saw. Find a mentor who can show you the mirror for reflection or a torch to find your path. Think about long-term goals and develop a strategy to achieve them."



OUR PEOPLE ARE OUR MOST IMPORTANT ASSETS. THOUGH PHYSICALLY APART, I HAVE NEVER FELT CLOSER TO MY TEAMMATES ACROSS SITES

ABELLIAN: FROM A START-UP TO THE FRONT RUNNER IN FINANCIAL ADVISORY

ABEL S BOAZ, FOUNDER & CEO

Operating since 2016, Abellian Finman has devoted itself exclusively to entrepreneurs seeking financial advisory services across the globe. Abel S Boaz, Founder, and CEO stepped into the self-serving industry primarily of financial advisory with the end purpose in mind; curating and delivering customized models for value addition. At a young age with a start-up venture in mind, he had his priorities set and achieved them seamlessly. Less than a decade later, the start-up boasts of continued growth and successful projects achieved globally. The young entrepreneur now shares the stage with some of the world's most prestigious experts, mentors, and professionals holding experience in the Financial Management and Cost Accounting sectors.

Headquartered in Bangalore with its branches in Mumbai and Pune, Abellian Finman provides services to clients pan India and abroad. As a crew of financial strategists, their clean and progressive thinking, enterprise knowledge, and acumen have helped the company cross forward at an enviable pace. They aim to grow and build new relationships with clients globally. Over the years, Abellian Finman has spread its clientele base to incorporate some of India's largest manufacturing giants, pharmaceutical and FMGC companies with growing export bases.

What sets them apart from the crowd is their bent to tailor and customize solutions that work for each customer. They apprehend the need of every client. Standing to radically change value chains, the team of specialists at Abellian works with an unerring model - lower cost of capital with increased profits. As one of the leading financial and cost management advisory companies in the country, Abellian is an archetype of progressiveness. They try to unlock the financial potential of their clients and scale their businesses. They are focused on becoming India's most trusted cost management and value creation company. They have been adding value, one client, at a time and helming projects to help clients increase their savings.

Although the leap has been without falling, the young enterprise that started out as the brainchild of Abel

S Boaz did come across some major challenges in the recent year. During the pandemic, entrepreneurs helming a start-up or a younger enterprise documented the conceivable limitations which came about as a challenge. With the threat of mass layoffs and closures just a few weeks into the crisis, the chance of the pandemic affecting any business in the sector had been negatively enhanced. Moreover, companies had broad beliefs about the probable duration of the COVID-related disruptions, many small businesses being economically fragile. Working around such a disbalance of perspectives was a challenge for his team, given the inability of the clients to understand the hassles of the service. Re-envisioning execution and delivery, and keeping everyone on the same page, however, was the hardest. Luckily, having an outcome-based team mandated and equipped to the best worked in their favor.

Taking over the reigns in the 21st century goes hand in hand with familiarizing your enterprise with and using the technologies that the age offers. Abellian offers deep technical perception and use of technology to its clientele. This helped them level up their game throughout the remote working phase. The use of cognitive technology and fueling the team with its know-how helped them steer with successful projects. The streak has been ongoing, and they are proud of being one of the first movers in the industry. But everything comes down to the final word of the leader in young start-ups. Making giant strategic decisions and ensuring their execution is an important everyday practice for the young entrepreneur.

For the team to handle everything craftily, he was quick to adopt a fully flexible work time and location policy. His quick response to the pandemic crisis in the last couple of years was to provide ergonomic and economic assistance to his employees. He is a celebrated leader for his moral and professional consistency. He showed an immediate impact on the company's positive growth during and after the lockdown. Abellian Finman is one of the front runners in the financial advisory sector of the country. But the one thing that makes the CEO and Founder proud of



IT IS IMPORTANT TO STRATEGIZE THE PROCESS WITH A CALM MIND AND STEADY PACE, WITHOUT LETTING SUCCESS GET TO YOU. RUSHING TO ANY DECISION MAY EASILY BACKFIRE. SHOWING SUPPORT AND BUILDING EACH OTHER UP IS THE BEST WAY TO GROW FURTHER

his company is their contribution in creating the next generation of financial experts equipped with the ability to add value. Abellian has supported several start-ups and businesses in forming financial models, which in turn have honed its employees. What has helped them continue on their success streak over the years is their acquaintance with and acceptance of the learning process. The team's professionalism helps them curate customized models for clients easily, given their familiarity with the importance of adaptability and flexibility for achieving end goals. These aspects, however, are not just used to meet client goals. They stand as imminent work ethics for the fuelling of the team. Motivating employees at Abellian rests on the practice of allocating customized goals for every employee to be met at their own pace. The practice has been convenient for the group, given the sudden acceleration of digitization and digital entanglement. The company is looking forward to the use of SaaS (cloud) based intelligent record maintenance systems, with the ability to raise flags for customer attention and trigger auto cost control rules.

Abel S Boaz, the successful young entrepreneur behind Abellian Finman, has set the stage for the next generation of finance professionals to undertake and endeavor. "It is important to strategize the process with a calm mind and steady pace, without letting success get to you. Rushing to any decision may easily backfire. Showing support and building each other up is the best way to grow further," he advises.

BATTRE ELECTRIC MOBILITY: MAKING INDIA FUTURE-READY WITH ITS ELECTRIC VEHICLES

NISHCHAL CHAUDHARY, FOUNDER

BattRE Electric Mobility is a next-gen EV start-up and is currently one of the fastest-growing companies in their category. The company's journey started with e-bicycles, which were sold only through Amazon. Today, in just two and a half years, they have built a strong distribution network that covers over 180 cities across India. Their products are all developed in-house, which helps them cater to the customers' needs and expectations. "While our key offering is electric two-wheelers, we are also working towards building an EV ecosystem in India to accelerate overall growth in the sector and make adoption of EVs easier in the time to come," says Nishchal Chaudhary, Founder, BattRE Electric Mobility.

About the Founder

With over 19 years of extensive experience in Sales and Marketing, Nishchal Chaudhary has worked with some of India's biggest telecom brands. He was responsible for creating a strong business presence in emerging markets, identifying growth opportunities, managing the consumer life cycle, understanding consumer behavior, and forging business alliances. In his last stint, he was marketing head for Bharti Airtel. He has also led business operations at the Broadband Business for Essel.

He is an MBA graduate from Amity Business School and completed an Executive Program in Business Management from the Indian Institute of Management (IIM), Calcutta.

Biggest USP of BattRE Electric Mobility

BattRE Electric Mobility offers Lithium Ferro Phosphate (LFP) batteries in their scooters that are safer, lighter, and long-lasting compared to their lead or NMC counterparts. For the ease and convenience of charging, they have made batteries detachable. They offer a 10 Amp charger that helps their customers to charge the battery fully in just 2 and a half hours.

The company is not only building a strong product portfolio for itself but also contributing to an EV infrastructure with around 500+ recharge stations installed across the country. These recharge stations can be easily located and navigated by customers through their BattRE app.



“WHEN YOU START SMALL, IT IS IMPORTANT TO TAKE ONE STEP EVERY DAY. CHALLENGES WILL ALWAYS BE THERE, BUT PERSISTENCE AND DETERMINATION WILL HELP YOU ACHIEVE YOUR DREAMS.”

They provide additional services like roadside assistance and a 3-year extended warranty for all their customers. Another key differentiator is their BattRE service centre — a project which they have initiated to build confidence among the prospective users to go for electric vehicles. "These service centres are the regular mechanic shops, but their personnel will be trained by us on the know-how of diagnosing and repairing EVs. We will provide the necessary equipment and proper certification as well. We are targeting a set of 1000 BattRE service centres all across India by December," he says.

Turning Challenges into Opportunities

The pandemic was a challenging time for everyone,

including Battre Electric Mobility. The company had to halt its production as no new products were being sold. To stay ahead of its competition, the company started working towards expanding its dealer network.

"We reached out to a funnel of 300+ prospective dealers and appointed over 50 as soon as the lockdown was lifted. In hindsight, it was the right call as, amidst the rising fuel prices, the need for a safer alternative to everyday traveling due to covid pushed consumers towards the EV market," says Nishchal.

He further adds, "We also used the time to improve various operational processes and work on overall quality and service improvement. Quality control still falls under reactive measures, and true quality cannot be achieved until an organization adopts preventive and proactive measures. This resulted in an organizational motivation to indigenise current models. While the team worked on improving the quality system, we also expanded our service network. We did this through strategic inventory management to ensure spare parts availability and building a professional service team to guide customers and dealers with product failures and defects."

Speaking about the industry, he says, "Earlier, EVs were the second vehicle in a family. Now, slowly and gradually that trend is shifting. We are seeing a completely new category of users coming to EV. Post pandemic, the market size for EV has expanded and will continue to grow further with more people adopting it as their first vehicle."

So far, the company has onboarded 250+ dealers and achieved an ARR (annual run rate) of 120 crores, with a plan to launch a high-speed electric scooter and a high-speed motorcycle before the end of this year. They are also in the process of developing a virtual showroom to enhance customer experience.

"When you start small, it is important to take one step forward every day. Challenges will always be there, but persistence and determination will help you achieve your dreams," he concludes.

BEACON TRUSTEESHIP PROVIDES VALUE-ADDITION BEYOND CONVENTIONAL TRUSTEESHIP

Beacon Trusteeship Ltd. is a SEBI-approved Debenture Trustee Company incorporated in 2016. The company offers the entire spectrum of Trustee services that encompasses Debenture Trustee, Security Trustee, Securitization, Deposit Trustee, ESOP Trust, Alternative Investment Funds (AIF) Trustee, Escrow Trustee & Document Safe Keeping and a diversified bouquet of trustee and allied services. By combining their capabilities and in-depth knowledge, they offer best-in-class services that are at par with global standards and practices.

Beacon Trusteeship was formed by two financial services professionals Pratapsingh Nathani and Vitthal Nawandhar. Pratapsingh Nathani, Chairman and Managing Director, BTL, has over two decades of experience in banking and financial services. He has worked as Head of Debt Capital Markets & Loan Syndication at ING. Vitthal Nawandhar is a qualified Chartered Accountant with 15 years of experience in the Trustee business. He has expertise in business development, accounts, operations, auditing, taxation, and compliance across industries.

The company's clientele comprises Banks, Financial Institutions including Insurance Companies, Mutual Funds and NBFCs, Government organizations, AIFs, MNCs, Family offices, and High Net-worth Individuals in India and overseas. In the government sector, they have clients such as Power Finance Corp, Rural Electrification Corp, and NHAI whilst in the Large Corporates, they have marquee Financial Services groups that include Edelweiss, IIFL, Indiabulls, Motilal Oswal, Centrum. In a short span of time of 5 years, they have ranked No. 2 in FY19-20 and No. 3 in FY20-21 by PRIME DATABASE in terms of transaction volumes in the Debenture Trustee business.

The Power of Collective Ambition

The goal of the company is to be the 'Big Four' of Corporate Trustees. The corporate Trustee plays a key role in giving advice when a company raises resources in the form of Bonds & Debentures, Loans, Securitization, and AIFs. The Trustee helps them to structure it efficiently for all stakeholders involved. The Beacon's team has immense experience in banking & financial services that gives them a deep advantage



over others when it comes to deal structuring in structured finance. The Board of Directors comprises industry luminaries who are the company's constant source of high standards of corporate governance.

"When we started the Trustee business our main competition was from old and large Bank-led Debenture Trustees, which have been promoted as subsidiaries of Banks and have ready-made captive business from their parent holding companies when their clients raise loans or debentures. We offered extremely superior turnaround times, response, and advice to our set of clients when they needed to raise debt capital from the markets, to be seen as a company who can bring value to the table in the form of right advice," says Pratapsingh.

The company ensures utmost prudence when meeting its responsibilities towards its clients. They continuously enhance the quality of their offerings.

Speaking about the success of the company he says, "Coming from the BFSI background, we have been involved in raising debt capital from the markets and quality of our service, the turnaround time and financial advice related to structured finance that is needed to be given to our clients. The management team has 100% shareholding and can take quick decisions related to Corporate fundraising through Debt Capital, its taxation or even when it comes to taking on matters of effective enforcement action

and achieving a quick resolution that's optimally favourable for the investors."

Latest Trends in the Industry

Today, we are seeing that there have been 3 more licenses granted to new trustees. The regulator has become an extremely proactive regulator with sweeping changes being made to protect the interest of the investor fraternity and streamline the business of fundraising in capital markets. The regulator, SEBI, has reformed the Trustee business and is in continuous engagement with market participants and its intermediaries to help and enable world-class processes that are at par with the best financial markets practices across the world.

"The industry is continuously evolving, and we are witnessing rapid changes in the way the regulator, SEBI, wants to enhance our role as a monitoring agency and widen the scope of the Trustee to other related financial products under their ambit. Technology will play a major role in the way we operate and interact with our clients and move from a physical to a digital domain, asserts Vitthal.

"As a strategy, we have seen to it that our customers get the best services in the form of advice when they raise capital from the market. This advice could be financial advice on the laws and regulations related to the way they have structured their Bond Issuance, clarity on Taxation, Compliance, and creation of proper security," he adds. The company plans to become an active player in GIFT IFSC.



DARYAGANJ HOSPITALITY: REVIVING THE SECRET RECIPES OF 1947

Story behind the brand

In the year 1947, Kundan Lal Jaggi, a refugee from Peshawar migrated to Delhi after India's partition and launched an iconic restaurant with two other partners in the locality of Daryaganj in New Delhi. Here he invented the most popular Indian dishes in the world- Butter Chicken and Dal Makhani in 1947. He invented Butter Chicken by chance, just out of necessity to serve a large group of guests, and Dal Makhani was invented on a suggestion by a regular guest. This started a revolution in North-Indian Tandoori Cuisine. He and his partners eventually retired in 1992.

In 2019 Kundan Lal Jaggi's grandson Raghav Jaggi, and Raghav's childhood friend, Amit Bagga, launched a brand called Daryaganj - By the Inventors of Butter Chicken and Dal Makhani as a tribute to his legacy and revived the secret recipes of 1947. In just two and half years of its inception, it has become the most loved brand of North Indian cuisine and one of the most successful too. It has been highly appreciated by Indian and international media.

Raghav is a Senior Leader for a Nasdaq Listed Analytics, AI and Digital Solutions company and is based in New York. He brings the family heritage, his global process and tech experience, strategy and vision.

Amit is an experienced restaurateur who brings in a deep knowledge and understanding of the restaurant business with a strong eye for detail and a flair for innovation.

We asked a few questions from Amit. Excerpt:

What were the principles behind launching Daryaganj Hospitality?

Here are the key principles

- **Brand Culture** - A strong Foundation of Integrity, Innovation, Excellence, and Empathy. Also, a 360-degree approach towards customers, employees, vendors, and shareholders.
- **Authentic North Indian Family restaurant** - The idea was to revive authentic North Indian cuisine that has lately been modernized. This is the segment that lasts for decades and caters to all generations or age groups.
- **Outlet Size** - Minimum 1800 to 2500 sq. ft maximum to keep the fixed cost low but still, be viable.



- **Average per cover/person** - 750-800 which is a sweet spot and caters to almost 40% of the market.
- **Maximum Revenue sources** - Corporate lunch boxes, Kulfi kiosk and home catering.
- **Adopt Technology & Innovation** - Data analytics with AI for improving processes and the customer experience
- **A Complete Sensory Experience** - Evoke all the five senses with a seamless blend of the past and the present which will change the perception of North Indian Cuisine. **Taste** - Original and nostalgic flavours with the best quality ingredients. **Touch** - Mix of traditional with contemporary material to touch & a World-class service experience. **Sight** - Retro elements & Black and white photos but in a chic contemporary setting. **Smell** - A signature fragrance with a blend of Indian and contemporary notes. **Sound** - Soulful and unplugged old classic tunes sung by newer artists.

How has been the recovery from COVID-19?

We founded this company in April 2019 and grew to 5 outlets across top locations in Delhi-NCR in just 28 months despite having varied covid restrictions



INNOVATION

We believe in innovation in design and processes through technology and analytics. We have developed Unique packaging design products and concepts like

- **Mouth Freshener Box** - It is a first-ever smartly designed hygienic solution to end a meal with saunf & mishri.
- **Kulfi Drip Tray** - It alters the experience of a kulfi from a messy affair by preventing it from dripping when it melts.
- **5 Senses Delivery Box** - It recreates the five senses dining experience. Afro delivery offers a fragrant welcome note and a QR Code that immediately plays the Daryaganj signature playlist.

KEY ACHIEVEMENTS

Some of our achievements which are best in our industry are

- Outlet level EBITDA - **23%**
- First 5 outlets are all EBITDA positive, and the latest one was EBITDA positive in its 2nd month itself.
- Rev per seat - **90,000 ₹**
- Rev per sq ft - **45,000 pa**
- Division of weekend & weekday business is **57-43**, dinner & lunch is **54-46**
- Net Promoter Score (NPS) - **9.1**
- TripAdvisor No. **12** out of 6600 restaurants in New Delhi

PRESENT LOCATIONS

- DLF Mall of India, Noida
- Ambience Mall, Gurgaon
- Pacific Mall, Tagore Garden
- Parliament Street, Connaught Place
- Worldmark 1, Aerocity

for 18 of these months. We have proven that family-oriented North Indian Restaurants are always to recover the fastest, have the highest brand loyalty, and are the most resilient. Revenue recovery compared to pre-covid is 195% of same stores and overall 267%.

What are your future plans?

- We have an ambitious plan to launch 30 outlets in the next 3 years. The ultimate plan is to launch 100 outlets in 5-7 years and go for an IPO.
- In the first few years, the focus will be on expanding in the top 8 metro cities and Tier 1 and 2 cities.
- Also, there are plans for international expansion in the countries like Singapore, UAE, the UK, Canada, New Zealand & Australia.
- The expansion Model will be a mixture of company-owned stores and company-controlled stores.

DNV FOODS: 100% AUTHENTIC AND PURE FOOD PRODUCTS COMPANY

NIRMAL KUMAR JAIN, MANAGING DIRECTOR

DNV Food Products Pvt. Ltd. is one of the leading Spices & Food products companies in India. The company offers a wide range of products that includes varieties of papad, pickle, sauces, spices (whole, powder & blended) fresh fruit jams, and more. They are amongst the few companies in India that have more than 25 varieties of papad. Their products offer the best flavors and authentic taste to their consumers.

“With vast experience in the food segment, we strive to establish DNV Foods as a leader in spices and food products, providing 100% authentic and pure products. Our strength lies in procuring high-quality ingredients and state-of-art manufacturing facilities. We are present across most of the modern trade chains across India,” says Nirmal Kumar Jain, MD, DNV Foods.

The company serves some of the biggest names in the retail spice & food space in India like Big Bazaar, Spencer's, Metro Cash & Carry, Reliance Fresh, More Supermarket, Lulu Hypermarket, Reliance Smart, Spar, and online platforms like Amazon, Flipkart, Big Basket, Jio Mart, Paytm, Udaan. It also exports to the middle east retail chain Al Adil store. The company is planning to start supplying to Canada and many European countries.

Within a short span of 7 years, their achievements and contribution received recognition across various prestigious platforms. They have received the “Fastest Growing Indian Company Excellence Award” at the 7th International Achievers Summit in Bangkok, Thailand, the Top 100 SMEs of India award, West Bengal Best Brand, and more. “Our belief in the Japanese philosophy of “Kaizen” (continuous improvement) and our strong focus on quality and innovation give us a distinct identity in the otherwise cluttered and segmented retail market,” he says.

Leading by Example

Today, the industry is moving towards organic and healthier options. According to reports, the Indian organic food market which stood at a value of USD 849.5 million in 2020, is expected to reach about USD



“OUR STATE-OF-THE-ART MANUFACTURING FACILITY FOR SAUCES/PICKLES IS COMPLETELY AUTOMATED WITH NO HUMAN INTERVENTION. THIS HELPS US IN MAINTAINING A HIGH LEVEL OF HYGIENE AND CONSISTENCY IN OUR PRODUCTS

2601 million by 2026. Consumers are demanding healthy and convenient food products.

The greatness of Indian products lies in their traditional taste. DNV is providing Indian food products across India and other countries, keeping in mind the intactness of the great traditional Indian taste. The company also keeps pace with modern scientific

manufacturing processes. “Our state-of-the-art manufacturing facility for sauces/pickles is completely automated with no human intervention. This helps us in maintaining a high level of hygiene and consistency in our products,” he asserts.

The goal of the company is to become the market leader in the foods and spices segment. They want to provide 100% pure and authentic traditional Indian products across the world at an affordable cost. To achieve this goal, the company is researching historical recipes that were used in India for centuries.

Speaking about the industry, Nirmal says, “The most exciting part about the industry is that its potential in terms of both volume and product offering is immense as every individual is our prospective client. The Indian food processing industry is expected to double from USD 263 billion (2019-20) to USD 523 billion (2025’26). The potentiality is immense. Furthermore, the organized share of food processing segment which is just 25% gives huge space for potential growth.”

During the pandemic, the company faced many challenges. It was an uncertain time for everyone. “At DNV, we considered our employees as part of our family. Hence, we motivated them to work keeping in mind strict covid protocol to serve a larger purpose of providing essential food products to masses by being present on the shopfloor ourselves,” he says.

Future Prospects

The company has a strong focus on R&D. Nirmal says, “Currently, we are focusing on launching “Spice Sprays” which is one of its kind food products in India. A lot of value-added products in the papad, pickle and sauce segment are in the pipeline. In ancient times, spices were used as a therapy. We want to revive this concept and work towards bringing products that have therapeutic benefits. We also plan to expand our export sales and strengthen our presence beyond India.”

He concludes by saying, “Always believe in giving top quality product/service to customers which will help your brand become valuable, and trustworthy.”

DDB MUDRA GROUP: TAKING ADVERTISING INDUSTRY TO THE NEXT LEVEL

RAMMOHAN SUNDARAM, COUNTRY HEAD & MANAGING PARTNER - INTEGRATED MEDIA

The DDB Mudra Group, a part of DDB Worldwide Communications Group, is an advertising agency. It was earlier known as Mudra Communications Ltd. It was founded in 1980 by A.G Krishnamurthy as an offshoot of Reliance Industries' advertising division. In 2011, Mudra Group was acquired by Omnicom Group and subsequently merged with DDB Worldwide. In 2014, DDB Group acquired 22feet Tribal Worldwide to deliver relevant international learnings to the local market. Through this partnership, the Group provided its clients end-to-end digital and mobile branding and marketing solutions.

The DDB Mudra Group is one of India's most awarded creative marketing communications companies. For them, creativity is the most powerful force in business, and hence, they have partnered with more than 200 brands. They have many awards such as 2020's Top 20 Most Effective Agencies globally by Effie Index, one of the Top 20 Global Creative Agencies by WARC, National Creative Ranking No.5 by Campaign Brief Asia, and No.1 in New Business Rankings 2020 by R3.

The DDB Group has some of the well-known brands as their clients; LIC, SBI mutual funds, HDFC mutual funds, Jyoty Laboratories, J L Morrison William Grant and Sons, TTK prestige, Asian Paints, HP, Johnson & Johnson, Nestle, Mother Dairy, and many more.

Some of the agencies under DDB Mudra Group in India are DDB Mudra Group, OMD MudraMax, 22FeetTribalWorldwide, Tracey Locke and Interbrand.

About Rammohan Sundaram

Rammohan Sundaram, Country Head & Managing Partner, Integrated Media, DDB Mudra Group, heads the media function across all touchpoints for the group responsible for client budgets over \$330M (RECMA) in P&L in India. His responsibilities include handling HR, Finance, business strategy and he reports to the Group CEO Aditya Kanthy.

He has held global leadership positions at organizations like C1X Inc., Reliance Jio, Ibibo Group, Tribal DDB, Madison Communications, and Indian Express. He



WE WANT TO CONTINUE TO GROW THE BUSINESS YEAR-ON-YEAR WITH 15% MINIMUM GROWTH. EVEN DURING THE COVID TIMES, WE HAVE GROWN THE BUSINESS SINCE WE RE-MODELLED EXACTLY DURING THAT TIME (COVID'S FIRST WAVE) SINCE WE KNEW HOW BRANDS WOULD MOVE GIVEN THE CONSTRAINTS WE ALL LIVED WITH

is a turnaround artist with a special ability to scale start-ups to multi-million-dollar businesses. He has also been Founding Chairman at ad: tech, iMedia, and TechCrunch in India and is credited for launching LinkedIn's advertising offerings in India through a partnership with his first entrepreneurial venture NetworkPlay. For some of his stellar achievements, he has won several awards across the globe including at Cannes, Impact Marketing Power 100, World Brand Congress, and CMO Asia. He is ranked 39th in Impact Marketing 100 List for India in 2020-21.

He holds a double graduation in engineering, a double master's in business administration and Digital Business, and has completed a residential Executive Management Program from HBS in Strategic Marketing Management. He is currently pursuing his Doctorate in Business Administration from SP. Jain School of Global Management is slated for completion by the first quarter of 2022. Ram is a proud Bruins Alumni too having completed his PGPM from UCLA Anderson School of Management.

Biggest USP of DDB Mudra Group

DDB Mudra Group is a wholesome integrated communications company. The media business under OMD MudraMax is a homegrown agency which means unlike several holding companies in the media world, DDB is a creative agency, except for in India where they have media offerings too and given that aspect seldom do they have any global alignments on media unlike the creative side of the business which has some of the largest brands aligned globally. That makes the offering unique as a group where integrated and holistic approach to communications sit under one roof which also reflects in some of the integrated businesses like LIC, TTK, SBI Mutual Funds, Gulf Oil, etc.

"We have remodelled our offerings knowing where the Indian consumer is. While television is growing there is exponential growth we are witnessing in India on digital consumption. That said, managing large clients and their interests depends on how the evolving consumption patterns are, which is extremely challenging due to the changing consumer journeys literally every month.

So, on television we have a strong presence in Non-Fiction and Cricket as a category. On digital, we are seeing tremendous growth on ORM, Digital Video and eCommerce, which therefore have become our pillars," says Rammohan.

The company is witnessing adoption for its clients on new-age platforms like Hotstar, Zee5, Sony Liv adding to the roster of already strong Google and Facebook video products. Their goal is to be differentiated in the offerings, unlike other media agencies, thus by enabling growth. Sports Marketing is an area where 2022 will have a tremendous focus for the company since they have identified that as another growth pillar for the traditional media business.

"We want to continue to grow the business year-on-year with 15% minimum growth. Even during the COVID times, we have grown the business since we re-modelled exactly during that time (Covid's first wave) since we knew how brands would move given the constraints we all lived with," he asserts.

Providing Robust Training to Team

During the pandemic, every company faced challenges, including the DDB Mudra Group. But the company turned its challenges into opportunities by harnessing their people's skillsets to face the new normal. Through these various training programmes, the employees were equipped well to bring the best out of their capabilities that helped them overcome the VUCA world.

"By working in adverse situations during the pandemic, the culture gets compromised because we are all working remotely and there are limitations to that. While efficiencies increased, culture as an area was not being addressed the way it ideally can when one is physically present in offices.

Empathy as a quotient is very critical for leaders to develop because in uncertain times, employees need to be heard because every human behaves differently in different circumstances. Right from the top leadership led by our Group CEO Aditya Kanthy we were always there as leaders representing DDB for our team members whenever they needed us," he explains.

At DDB, the three P's that are embedded in the culture of the organization worldwide are People, Product, and Profit. That in itself says a lot about how much the agency believes in their people and their well-being. Without the best of people there can never be a great product offering, and without a great product offering, there can never be profits.

"For us, diversity and inclusion are the big aspects for the success of the organization. We have a

program by the name of Phyllis which is focused on some of the potential future women leaders of the organization and this program is a big catalyst to ensure there are enough and more women folks that are groomed to take on leadership roles in the future. Some of those have already moved to the next level which shows how purpose-driven we are as an organization when it comes to Diversity and Inclusion," he says.

The company also is aligned to some of the best possible management schools and periodically sends its potential leaders to upgrade their skills in the new world of management.

Rammohan constantly motivates people in the company by connecting with them over a weekly call. The company also conducts town halls every month to recognize one top performer from a team of 100+ and promote it on their social media channels. Even during tough times, they are given increments and bonuses distributed after some stellar performance by the team.

Speaking about decision-making, he says, "I am a very decisive leader. I strongly believe that you cannot prolong decisions. When I make a decision, I stand by it and own up to it. Sometimes you win sometimes you lose but one thing I have learnt about decision-making is, it is an absolute waste of time when you sit on something and don't take it to a logical conclusion. More often than not, my decisions have helped the organization grow".

Future Endeavours

Young India is consuming content in many ways. The industry is ever-evolving and hence, makes the consumer journey very different. "We like to continue with our new model as there is huge potential and growth. So, for the next few years, we are focusing on non-fiction and cricket on the television. We will also focus on ORM, Digital Video, and eCommerce," he says.

Rammohan's advice for the young generation is, "Get into the habit of reading anything that is of interest to you as it is a powerful tool to know what is happening around us. I read one management book every two weeks, and it helps me get better wisdom and various new perspectives which I try to deploy in the business I run. When you are aware of your surroundings, you will be able to make better decisions in life."

EVERESTENGINEERING: MAKING OTHERS SUCCESSFUL

RANGANATHAN BALASHANMUGAM, CTO/FOUNDER

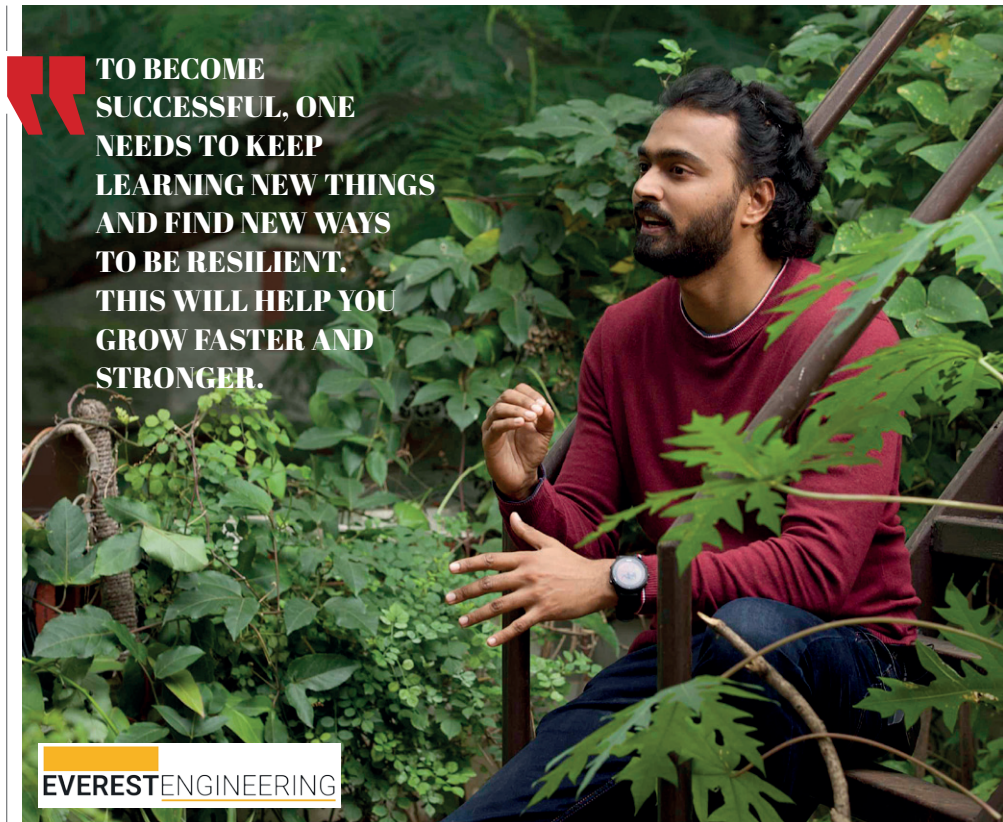
Established in 2018, EverestEngineering helps companies build software products and improve the existing ones. They are also known for scaling up software teams. The company takes a holistic approach to solve the problem and provide exceptional outcomes to all its clients. They offer services like data engineering, DevOps, migration to cloud, mobile apps and scaling databases. Today, they work in different industries like Online marketplaces, HR Recruitment, Healthcare, Tech, Fintech, Telco, Video conferencing, e-commerce, and more with the greatest brands.

The company's main aim is to become a great place to work for all its team members. They provide high-quality and diversity of work. As an agency, they have the opportunity to help people work on a wide range of projects, which in turn provides new things to learn and to grow from. "We turn up and deliver great product outcomes and also deliver best-in-class customer experience. We make sure that our client's team members enjoy the experience of working with us," says, Ranganathan Balashanmugam, Founder & CTO, EverestEngineering.

Holistic Work Culture

Unlike many other companies, EverestEngineering provides utmost importance to all its employees. They provide dynamic work culture and ample opportunities to learn and grow. The employees do not compete with each other rather they help other employees to grow. "We believe that supporting others to be successful is the fastest way to a high performing team. We work with the mindset of helping each other to make them more successful. This mindset helps us to avoid the politics in the office. We have built trust and transparency with our people by giving full insight into our work and our way of thinking. This not only makes them feel good but also achieves their targets better," he says.

The company has given its employees all the freedom to explore new ways of doing things in their own way with responsibility. They provide training and also give constructive feedback to uplift their teammates. They believe that continuous improvement in all things is



a critical part of business in the modern age. They listen to their employees' ideas and make proper improvements in their workings. "We also bring joy to work which helps us work more effectively together. We make sure that we hire the right talent with positive energy for the company. This is one of the reasons why we take time in hiring new candidates. We hire the people after checking their capability and the cultural fit for the organization. We do not rush in hiring new employees. We set their goals and make sure that the direction is clear," he asserts.

EverestEngineering has autonomous teams. Teams are free to pick tooling and processes appropriate to the context of the customer and the work. Ownership of work extends beyond just building software that includes deploying and operating it in production. "Our teams are driven by purpose with a responsibility

to deliver value to customers. We believe that this requires them to be in a control of their destiny with full ownership of their deliverables and methods of operations. Our team has the accountability to work at a level of quality that gives end-users and themselves great outcomes. By being accountable, we can take on more autonomy and make ambitious contributions," he says.

Different problems require different approaches. The staff is trained to talk to clients directly and understand the problem statement. By doing this, they seek the right balance across different disciplines and serve the clients better. The company believes in simplicity as simpler techniques are easier to learn, more flexible than complicated approaches. Ranganathan says, "We seek to continuously improve ourselves and our clients



by looking for opportunities to remove friction and address deficiencies in processes and tooling.”

Speaking about the pandemic, he says, “At the peak of the pandemic in 2020, many of our clients were running out of funds. To overcome this challenge, we built a strategy that gave benefits to our clients. We also provided discounts and asked them to continue till December.”

“During these difficult times, our team stuck together. As being a transparent company, we told our teams that we have funds only for the next 6 months, and after that, we may have to cut salaries. We were clear

that we will take the pay cuts together than relieving any of the employees. At EverestEngineering, we work as a family, and everyone cares about other people. We hire people with the aim that they will stay with us for a long time. All our employees were supported and agreed to a 20% pay cut. But fortunately, we were able to sail through these times without any pay cuts,” he adds. The company grew from 60 people to 139 people during the Covid times.

Building New Strategies

The pandemic has changed the way businesses work today. For the smooth functioning of the business, EverestEngineering has developed a unique structure

of working. They have divided the team into 7 people. According to some studies, if a team exceeds more than 7 people, the sum of efforts becomes less. For full productivity, they group 7 people in a team.

As there is no hierarchy in the organization, the employees are trained and coached by experts in the industry. So, each team is trained by the best minds in the industry. In addition, each team has an enabler who makes sure that the concept is clear and helps them achieve their goals. This work structure gives them a more strategic advantage.

“In our organization, we choose our customers very carefully. They need to align with our work ethics and culture as we do not promote over-working or working on the weekends. We believe in giving work-life balance to our employees and providing high-quality services to all our customers,” he explains.

Future Outlooks

EverestEngineering aims at building new and innovative products. They plan to expand their business in Asia, Europe, and the USA. They not only want to create an impact in the software engineering space but also create the best place for people to work and learn. “We want to make sure that when we scale our team, we provide the proper system and help them become more successful. We focus more on people than the things,” he asserts.

“To become successful, Ranganathan says, one needs to keep learning new things and find new ways to be resilient. This will help you grow faster and stronger.”



GM MODULAR

Simplifies lives with path-breaking, innovative products

GM Modular has given switch manufacturing a new identity in India with its path-breaking innovations in the form of home automation solutions, new generation switches, LED lights, fans, Bluetooth music players, home security products, wires & cables, and much more. The company aims to provide the best of design and comfort in every home. Within just 2 decades since its inception, the brand has not only become the leader in switches and home electrical accessories but also the most trusted brand for industry experts like interior designers, architects, builders, lighting consultants, and electricians.

Through constant innovation, GM has delivered revolutionary products that are great in design and operation. Today, GM offers a complete basket of electric products that caters to various household and commercial needs across India, Africa, the Middle East, and Europe.

About the Founders

Mr. Ramesh Jain is the Chairman of GM Modular and has over three decades of experience in switches and electrical space. He is responsible for making strategic decisions and driving day-to-day operations to achieve long-term business goals. His expertise and leadership qualities help the organization strive for excellence.

Mr. Jayanth Jain, CEO & MD, GM Modular, is a true visionary and a thoughtful entrepreneur who believes in solving the current needs of the customer through creative ideas. He has contributed significantly towards the home electrical and automation space by innovating and launching world-class products.

Both Mr. Ramesh Jain and Mr. Jayanth Jain have built a strong in-house team across various functionalities like R&D, product design, manufacturing, branding, etc. The team provides complete control of product development and cost. They also ensure on developing innovative high-quality products.

Company at a Glance

GM Modular gives immense importance to its research and development. They have formed a robust team that constantly innovates and gives life to new ideas to bring innovative products like LED lights, Wi-fi switches, fans, etc. Through their constant innovation, the company has become a market leader in switches and home accessories in India.

GM's mission is to develop high-quality products in the most sustainable manner. The company uses eco-friendly raw materials to reduce the impact on the environment and also empowers local communities by promoting local initiatives. "During the pandemic, we launched Mission Sahayata - an initiative to support our electrician partners. As a part of the mission, we delivered one month's groceries to over 15,000 households in India. This was a small gesture to bring some relief to the families during these difficult times," says Mr. Ramesh Jain.

In addition, GM contributed over INR 1 crore to PM CARES fund, INR 25 Lakhs to Maharashtra CM Relief Fund, and other organizations to fight the battle against COVID-19. GM was also associated with 'Mission Zindagi' - a nationwide COVID relief initiative to help people with regular

LED Lighting



updates with respect to the availability of hospitals, oxygen cylinders, doctor on call, immunity kits, etc.

Speaking about the new strategy, Mr. Jayanth Jain says, "As people started spending more time at home amidst the pandemic, we started delivering a range of products to meet this ever-evolving customer needs. With the help of our robust team, we anticipate change and respond with creative solutions. We are responsive to the changing needs of the hour and provide superior quality products that serve our customers with the best experience."

“

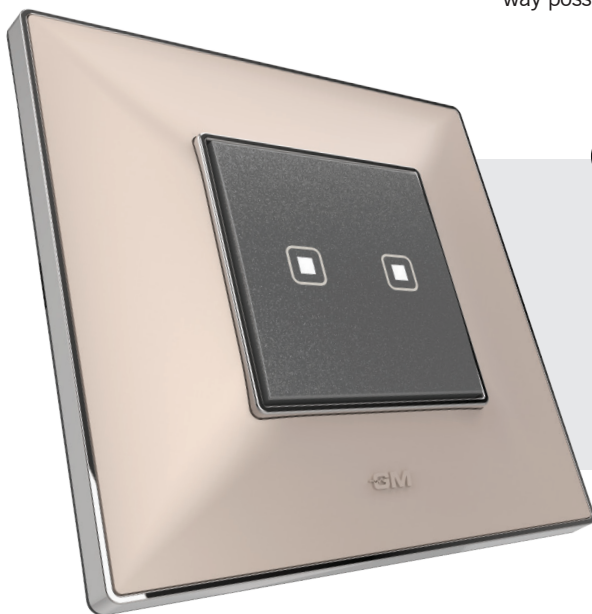
We believe that every team member has the potential to contribute to the growth of the organization. Hence, we have structured our internal policies in such a way that gives equal opportunity and benefits to every employee.

Mr. Ramesh Jain, Chairman



The company believes in transparency and accountability at all levels. They believe in strong ethics and high morality. The products go under a series of tests and checks to ensure they are completely non-hazardous. They do not compromise on safety. As a market leader, they push the boundaries of innovation and educate their customers to adopt these new technologies. This helps them to deliver the best products and experiences that simplify lives.

Switches & Accessories



tunity to voice their ideas. This encourages employees to participate towards a common goal. "We believe that every team member has the potential to contribute to the growth of the organization. Hence, we have structured our internal policies in such a way that gives equal opportunity and benefits to every employee," he explains.

During the pandemic, the company assessed the situation and responded immediately to ensure the safety and well-being of the entire team." We have created an effective communication platform and resources to reach out to our employees to disseminate crucial information and help out in any way possible," Mr. Jayanth Jain adds.



“

We have created an effective communication platform and resources to reach out to our employees to disseminate crucial information and help out in any way possible.

Mr. Jayanth Jain, CEO and MD

Developing Organizational Culture

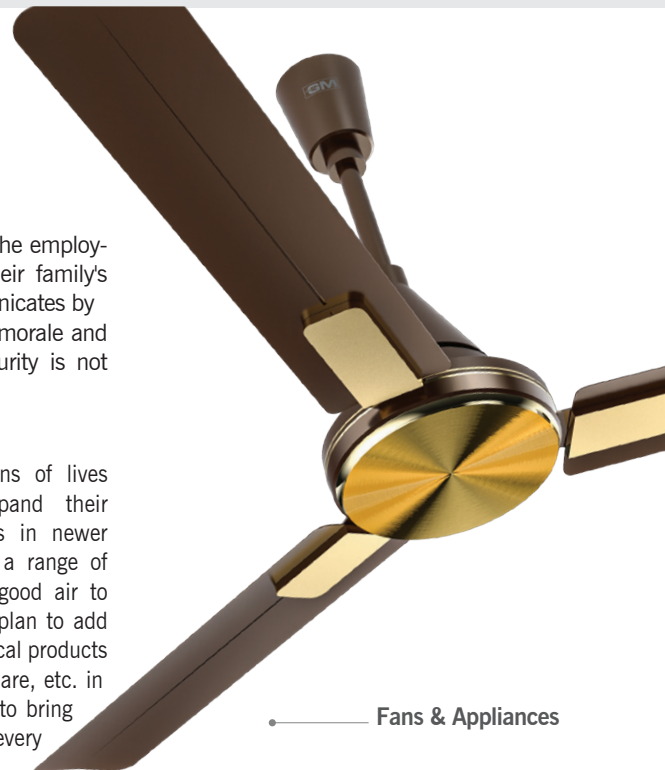
The company follows strict practices on matters concerning its employees. They believe in communicating effectively by sharing information, skills, and knowledge to reach across teams for better outcomes. "Hiring the right talent is the key to our success. We have like-minded people in our organization that help us to achieve business goals. We also organize regular training and development programs for constant learning of our employees," says Mr. Ramesh Jain.

The company works on the six core values; Innovation, Integrity, Passion, Customer Focus, Teamwork, and Safety. These core values are the guiding principles of their success over the years. They have an open culture that gives their employees an oppor-

tunity to voice their ideas. This encourages employees to participate towards a common goal. It communicates by motivating them, boosting their morale and ensures that their financial security is not threatened to any extent.

Future Prospects

GM has already touched millions of lives worldwide. They plan to expand their operations and reach customers in newer markets. GM recently launched a range of fans with a promise to deliver good air to every corner of the house. They plan to add more home appliances and electrical products like geysers, iron boxes, kitchenware, etc. in the near future. They also strive to bring comfort and convenience to every household across the world.



Fans & Appliances

ISFC STRIVES TO EMPOWER EDUCATIONAL INFRASTRUCTURE BY PROVIDING INNOVATIVE FINANCIAL SERVICES

SANDEEP WIRKHARE, MD AND CEO

Indian School Finance Company (ISFC) is a non-banking finance company engaged in funding the education segment. The company strives to empower educational infrastructure by providing innovative financial solutions and services to private schools, vocational colleges and institutes, coaching centers, and other stakeholders in the education ecosystem, enabling them to impart quality education.

The funding allows educational institutions to make infrastructural improvements and meet working capability requirements. ISFC acts as a one-stop solution for the entire education ecosystem by providing loans to teachers and parents with a zero-interest EMI plan and also extends loans for skill development, fee payment, online professional courses, etc. They have created a good name for its brand in Tier II, and III cities of K-12 schools.

About the CEO

Sandeep Wirkhare, MD and CEO, ISFC, is a start-up specialist with more than 25 years of dynamic experience in banking & finance. He has a proven track record of creating and scaling high-growth businesses in companies like ICICI Bank, Reliance Capital, Dhanlaxmi Bank, and Essel Finance Business Loans. At ISFC, he is responsible for leading the transformation of the company. His aim is to build a socio commercial organization focused on financing educational institutions and connecting stakeholders including fee financing to parents for the development of the quality of education infrastructure in India.

New Business Strategy

During the pandemic, the company realized the importance of aligning its business with the future. "Our new model ISFC V.2 would be completely digitized. Earlier, we used to do physical business, but now it's going to be completely digital," says Sandeep.

Today, schools need financing more than ever to upgrade their infrastructure to a digital model. ISFC aims to bridge the gap in the educational system by providing loans to schools. The company is aware of the fact that many students come from a weaker section of society and to



ISFC 2.0 IS ALL ABOUT ACHIEVING SCALE IN THIS UNDERSERVED SEGMENT THROUGH CUSTOMIZED PRODUCTS. DIGITIZATION AND 360° CUSTOMER RELATIONSHIP IS OUR CORE THEME

minimize the dropouts, they are providing zero percent interest-free loans to them. "We are integrating our ERP with the school's ecosystem. Through this ecosystem, we will be directly connected to all parents. We are signing an MOU with the school that allows the parents to get zero percent interest-free loans digitally. The amount directly goes to the school. So, this helps reduce the dropouts from the school," he explains.

The company is also integrating a system where they will be collaborating with content players like the CBSE board to provide content in digital format. So, if a student

is unable to go to school physically, then he will be able to study from anywhere. Apart from this, they also have an exam management and monitoring system.

Benefits of Having Skilled Workforce

The transformation of a company cannot be done only with one individual, but with a team of enthusiastic people with a common vision to achieve the goal. As they embark on a transformation journey, the employees have to unlearn and relearn things to make better decisions. There is a huge potential for growth in the education industry today. To grow exponentially, one needs to think ahead of time and make decisions based on it.

"We are a passionate bunch of team members aiming to create a unique 360° relationship based model for a school and skill ecosystem. Meritocracy, transparency, team work, passionate execution and fun place to work defines certain attributes of our new culture," he adds.

At ISFC, Sandeep ensures that all shareholders, board members, and team members are aligned to the vision of the company.

Future Outlooks

ISFC aims to become the top brand in the industry. The company has developed an app to make the whole distribution method in financing teachers, and parents easy. Sandeep says, "This app will be connected through the school's ecosystem that will be accessible to parents directly. So, parents clicking on the link will be directed to various payment methods that include bank, payment gateways, or zero interest-free financing from ISFC. They can easily choose the method they like and pay the fee. Through this app, parents can also monitor their student's performance and progress." The app will also be accessible to students and teachers. Teachers can connect with the students directly through this app.

Sandeep aims to connect 20,000 educational institutions by providing financial products in the geographies that are underserved by large financial institutions in the next 5 years by influencing the quality of education to 10 million semi-urban and rural families.

“WE ENABLE OUR CLIENTS TO EXPERIENCE THE ENORMOUS POWER OF REGIONAL ADVERTISING,” SAYS ROHIT BAGAD

Inxu Digital Media Technologies was founded in 2013 by three entrepreneurs; Rohit Bagad (Founder & CEO), Trushant Ugalmugale (Co-Founder & COO), and Shashikant Anpat (Co-founder & AVP Products and Inventory). The company was established with a vision to be a global leader in the vernacular language ad-tech space by making internet advertising language-agnostic through technology and innovation. Over the years, Inxu has built several offerings for digital advertisers and publishers, which are now articulated in a consolidated ad-tech platform called ‘adgebra’. This platform is India’s largest multilingual native advertising platform that empowers businesses to connect, engage and win the trust of billions of digital consumers.

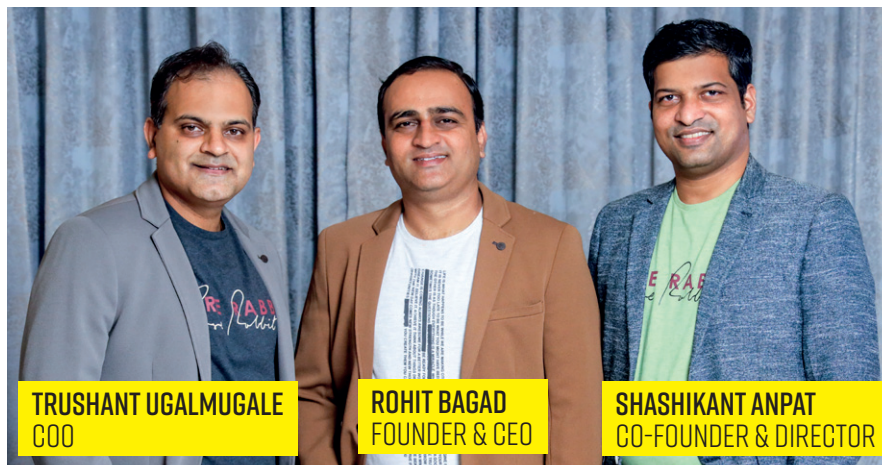
‘adgebra’ enables brands to target desired audiences and is available in self-serve models. It is the only digital ad-tech platform to support and serve ads in 10 different Indian regional languages. “With our end-to-end regional advertising offerings, we enable brands to tap into the regional content boom that India is witnessing. We enable them to experience the enormous power of regional advertising for deeper consumer resonance,” says Rohit Bagad, Founder & CEO, Inxu.

‘adgebra’ offers not just native ads but also video and rich-media ad formats that presently connect to over 500 million monthly active users via their network of 2000+ partner publishers, managing 15 billion+ monthly ad serving opportunities.

Today, more than 250+ brands advertise month-on-month using the ‘adgebra’ platform. Some of the top brands the company is working with are 99acres, Motilal Oswal, Coin Switch Kuber, Policybazar, hear.com, Great Learning, etc. The platform is also monetizing millions of daily active users for top publications and news aggregators.

About the Founder

Rohit Bagad, Founder & CEO, Inxu, possesses over 18+ years of experience in the technology and digital advertising space with companies like TCS, Webchutney, and Ozone Media. He has diverse experience in building products and media planning for brands. At Inxu, he drives the vision of the company to meet the needs of the ever-changing industry. Beyond day-to-day decision-making, he is actively involved in the product roadmap, client servicing, and sales.



Company at a Glance

‘adgebra’ helps open up a huge and previously untapped market and opportunity for brands by serving ads in 10 different Indian regional languages. Their partnership with the top regional publishers in the country has helped their clients reach their target audience faster. “Matching the language of ad communication to the language of the content on a website has helped brands across industries, providing 3X better results on ‘adgebra’.

‘adgebra’s’ intuitive platform also helps brands target precisely with the combination of multilingual advertising capability and multiple targeting options like the audience, device, geography, and sites.

“Over the past three years, ‘adgebra’ has achieved market leadership in bringing new-age Indian internet users on the radar of digital marketers. We have witnessed a tremendous increase in client demand for our offerings and related capabilities,” he adds.

Turning Challenges into Opportunities

One of the biggest challenges in the industry is ‘non-timely payments.’ To overcome this, the company built a ‘self-service’ model of the ‘adgebra’ platform, where clients get access to advertising inventory at an almost 70% discounted rate, but they need to make the advance payment. This strategic shift helped them solve their recovery problems. Today, 70% of clients are on the ‘self-service’ model. They have started focusing on direct clients where campaigns are based on retention mechanisms. This has helped them grow faster.

Speaking about the pandemic, he says, “The company was affected as brands stopped all advertising spends. But we shifted our focus to new sectors that were emerging during the lockdown. We saw an opportunity in onboarding online gaming, health insurance, and share trading platforms as clients as there was a surge in ad spending from them. We also offered discounts to existing brands who continued to spend with us.”

With a focused sales approach, they reached the pre-Covid level of business within 6 months. They are grateful to their team as they stick together during difficult times.

Future Prospects

The company plans to achieve its goals with a new growth strategy called ‘TOP SPIN’ that revolves around Scale, People, Investments, and Newness. This strategy will benefit all the stakeholders and strengthen their market position.

“We will continue to focus on Indian regional language advertising. We plan to launch video and voice-based regional language ads for short video and music content providers. We are also planning to expand our footprint beyond India,” he says.

Rohit wraps up by saying, “Identifying trends and capitalizing on them with futuristic products will never fail. Have a clear focus and patience for success. If anyone is looking to jump into the current start-up bandwagon, then the best time is NOW.”

NEXTAZY: BUILDING BLOCKCHAIN-ENABLED FUTURE

TENDULRAJ, FOUNDER & MD | SINDU NAGALINGAM, CO-FOUNDER & CEO

Nextazy Solutions Private Limited provides enterprise blockchain as a service and solution for all industries. They solve multiple problems across all sectors using Gen-Z level technologies. The company creates client-oriented software that involves a mixture of technical excellence and clear communication. They strive to provide customized solutions to all its customers and deliver an innovative and affordable proposal on time and within budget. They offer services like DApps Development, Wallet Development, Exchange Platform Development, Smart Contract Development, Private Blockchain development and Cryptocurrency Development, and more.

The company aims to be a key player in the industry. To achieve this, they constantly brainstorm innovative ideas and use new-age technologies to stay ahead of their competitors. Due to their diligence, they have completed more than 41 projects for 30+ customers across the globe.

Leading by Domain Knowledge

Blockchain technology has a huge potential to transform various industries and economies. The World Economic Forum anticipates that 10% of the global GDP will be stored on blockchain by 2025. In the future, Blockchain will revolutionize various aspects of human lives.

Nextazy Solutions is built to drive innovation and act as a problem-solver. Tendulraj, Founder & MD of Nextazy Solutions Private Limited says, "Nextazy is not my first establishment. I have been running Teez for more than 7 years now. It is a non-government company and was established with an aim to bridge the rural-urban gap by creating a "Studentpreneur" program. Students in rural India have limited access to technical skills. We provide practical training programs on games, Web and App development, and live projects."

The company's "Studentpreneur" program helps train students and fresh graduates in their niche to become an entrepreneur. After the success of the first company, Tendulraj decided to take a big leap by establishing Nextazy Solutions. The company specializes in Blockchain & Cryptocurrencies, AI, Extended Reality, Data Science, Cloud Computing, IoT, and Game Development with clients in 14 countries.



DURING THESE DIFFICULT TIMES, WE MONITORED OUR EMPLOYEES' HEALTH CONDITION AND ALSO PROVIDED OUR SUPPORT WHEREVER NEEDED. WE ALSO ENCOURAGED THEM TO UPSKILL AND CONDUCTED VARIOUS VIRTUAL CLASSES AND WEBINARS TO KEEP THEM UPDATED IN THEIR NICHE.

They have a dynamic team that has substantial knowledge and enriching experience in the field. They work together relentlessly to improve their expertise to ensure customers satisfaction. "When it comes to constructing an innovative product line, we indulge ourselves in a dynamic research process. This procedure ensures the intense engagement of each of our employees for the development of some

outstanding solutions," explains Sindu Nagalingam, CEO & Co-Founder, Nextazy.

Nextazy's goal is to build a "Technology Hub" for India through which a majority of the population can explore the technologies they desire.

The Pandemic Times

Like many other companies, the pandemic affected their business. But the company sailed through the prevailing situation effortlessly. They prepared themselves for the crisis and announced work from home before the implementation of the nationwide lockdown.

The company also announced a 'Self-Care Day' for all its employees. This not only helped them to take care of their mental health but also gave time for their families. "At Nextazy, we emphasize on providing work-life balance. We believe that happy employees give better outputs, says Tendulraj.

He further adds, "During these difficult times, we monitored our employees' health condition and also provided our support wherever needed. We also encouraged them to upskill and conducted various virtual classes and webinars to keep them updated in their niche."

Nextazy is a flat-hierarchy organization with flexibility and transparency as its core values. This ensures the effortless and effective growth of the company. Their business ethics formed out of the core values have paved the way to offer a great work culture.

The company not only appreciates creativity but also gives freedom to think and implement their ideas. For them, teamwork is important for business growth. "We measure success by the process and not the outcome. When people do something, even if it may be a small thing, we celebrate it," says Sindu.

Tendulraj wraps up by saying, "Be greedy as it will help you dream big and achieve more. Greedy people are more successful in today's world. They keep on searching for fame, discovering new ideas, and implementing them in their day-to-day life. This mindset helps them become whatever they desire in life."

ROOTS COLLEGIUM OPTIMIZE STUDENT SKILL-SET AND COMPETENCIES TO ACHIEVE THEIR CAREER GOALS

B.P. PADALA, CHAIRMAN

Roots Collegium is a group of institutions that consists of several colleges that include Junior, degree college, Hotel management college, college of design, college of film and media, college of visual arts, and finishing school. Established in 1991, Roots Collegium offers a wide spectrum of courses from business analytics to mass communications, data science to accounts, management to psychology, economics to English literature, fashion design to film direction, scriptwriting to interior design, hotel management to animation, VFX, Photography to culinary arts, grooming to public speaking. All the 3-year undergraduate programs are affiliated to Osmania University, 2-year intermediate courses to board of intermediate, Telangana, and one-year diplomas to Jawaharlal Nehru University for architecture and fine arts, Hyderabad. Today, the institute has 1500 students, 23 courses, 100 faculty members, 15000 alumni, and 4 campuses.

The institute provides internship opportunities with industry leaders. It offers an invaluable learning curve in every student's life. It has the reputation of being an expert service provider when it comes to campus placements.

About Chairman

B.P. Padala is the Chairman of Roots Collegium. With over 30 years of experience in the educational field, he has domain expertise in dealing with IT foundations and intermediate education. In 2005, he became a business partner to Mafoi academy to impart training in career-building courses. He launched Roots Business school in 2008 and Roots Degree College with a pioneering course with BBA in 2011. He also launched an online career counseling app called 'topcampus.in' for all the students. He is a Founder and Core Committee member of the Hyderabad Directors and CEO forum, a leading entrepreneurs' platform. He is also a VP of the Osmania alumni association. His tremendous self-belief, perseverance, and hard work helped him achieve his goals.

Roots Collegium connects the individual, through the institution, to the industry, by instilling in them the right



behavior, beliefs, and skill-sets. The aim is to inculcate the highest standards of knowledge, discipline, values, and ethics by adapting to the industry's needs. "We would like to shift from classroom teaching to entirely case studies-based teaching where students can validate whatever had been taught in the classroom in a real-time environment. This will help them understand the topic better and help them find a job," he says.

There were many challenges Padala faced while building up the institutions. The biggest challenge for him was to convince his family members as they had a belief that education line is not a career to pursue. The other challenges he faced were government regulations, positioning of the college in the space of liberal arts where science streams were dominant in Hyderabad, and financial management.

Holistic Education

Roots Collegium believes in providing holistic education to all its students. They give ample importance to values and life lessons. Education is all about gaining practical knowledge that helps prepare students for real-life situations. Students should not be confined within traditional form knowledge dissemination but should move beyond — towards a research-based delivery framework that ensures cognitive, interpersonal, and intrapersonal skills development. "At Roots, we aim to raise students with confidence, knowledge, skill-sets which in turn will raise a socially responsible citizen," he says.



AT ROOTS, WE AIM TO RAISE STUDENTS WITH CONFIDENCE, KNOWLEDGE, SKILL-SETS WHICH IN TURN WILL RAISE A SOCIALLY RESPONSIBLE CITIZEN

"In the future, we would like to shift to an open-ended teaching pedagogy where students can question or challenge faculty the very premises of the topics that are taught in the stimulating classroom ambience. We would also like to have the flexibility to choose cross disciplines to give the best education to all our students," he asserts.

Speaking about activities, he says, "We have several platforms and clubs where students can take part and present their out-of-the-box ideas. Our entrepreneurs' club is committed to encouraging the entrepreneurial spirit in every young mind. It provides students with opportunities to various resources, network with their peers, gains insights from eminent guest speakers, attend creative workshops, and attend networking and start-up related events. The Theatre Club harnesses the creativity and soft skills of students by giving them an opportunity to express themselves, build confidence and explore the world of theatre and art. The club organizes plays based on Shakespearean classics and other interesting and engaging plots."

The institute has many such clubs that help students to explore multiple interests and engage in the spirit of collaboration, participation, and cooperation. They can also hone their organizational skills by handling and conducting various events and activities. Padala concludes by advising newcomers in the industry, "Be realistic, practical, and aware of various stakeholders. To achieve a goal, you must stick to your conviction and build a centre of excellence."

SQUARED CIRCLE E-COM

HELPS ITS CUSTOMERS TO MIGRATE FROM OFFLINE PRESENCE TO ONLINE PRESENCE SEAMLESSLY

ALEXANDER HENN, CHIEF EXECUTIVE OFFICER



Squared Circle E-Com Pvt. Ltd. was incorporated on 13th December 2019 based out of Bengaluru, India. The company was initially started as a “Knowledge Process Outsourcing company,” specializing in the e-commerce industry. They help their clients to migrate from offline presence to online presence seamlessly and effectively. The company has a well-experienced team that helps clients in digital commerce right from onboarding onto e-commerce platforms to generating ROI post online launch. Alexander Henn, CEO & Co-Founder, says, “If businesses do already have an online presence, we provide A-Z support to run their online stores on various platforms across various countries. Following our company mission, we do square circles for our customers every day.”

The company offers the following services:

Digital Merchandising – The company creates and maintains brand-specific stores across various platforms and runs them on behalf of its clients. They plan it backwards from the brand aspect, target cohort, and product taxonomy to elevate the customer’s experience

Catalogue Management – Cross channel listing of products, content enrichment, taxonomy, and data maintenance

**“ IF BUSINESSES DO
ALREADY HAVE AN ONLINE
PRESENCE, WE PROVIDE
A-Z SUPPORT TO RUN
THEIR ONLINE STORES
ON VARIOUS PLATFORMS
ACROSS VARIOUS
COUNTRIES. FOLLOWING
OUR COMPANY MISSION,
WE DO SQUARE CIRCLES
FOR OUR CUSTOMERS
EVERY DAY.**

Creative Studio — Online store banner designs, brand logo designs, video editing, image editing, Livestream support

Channel Marketing — A-Z management of Marketing campaigns within various channels and social media

Partner Management — The company helps to build and manage vendor support and supply-chain workflows for the Retail and Marketplace vendors of our clients

Customer Experience — Multilingual email and chat support for customers of specific brand stores

Business Insights — In-depth analysis and reporting of important business matrix

Squared Circle E-Com is privileged to work for some of the world's leading brands in the Fashion, Grocery, and FMCG industries. Over the last 2 years, they have consistently grown their client base. They have expanded their operations in South East Asia. They are supporting their customers in all things e-commerce in 6 countries. Currently, they are exploring opportunities in the EU, UAE and the USA.

About the CEO and CO-Founder

Alexander Henn is an expat e-commerce veteran in the Indian and International e-commerce business. Hailing from Germany, he settled in India in his early years and was one of the early bird employees with Amazon Retail Business Services in India. Growing through the ranks at Amazon, Alexander saw an award-winning stint with the company and built in-depth expertise in digital commerce. From India, he and his teams supported Amazon Retail teams globally. From there, Alexander went on to work with the Lazada Alibaba group, having the key focus on building a successful non-tech centre of excellence in Bangalore/India to support the Lazada Grocery channel RedMart in Singapore. This endeavour subsequently resulted in forming his own company Squared Circle Ecom which started its operations on the 1st of January 2020. Alexander is the CEO and Co-founder of the company.

Alexander Henn is driven by relentless focus on the customer, empowering and developing his people, and puts innovation above stagnation. In his current role, he is responsible for business development and strategy building.



“WE STRIVE TO ANTICIPATE OUR CUSTOMER'S NEEDS OF TOMORROW SO THAT WE HAVE SOLUTIONS IN PLACE WHEN OUR CUSTOMERS NEED THEM. WE HAVE MADE INNOVATION PART OF OUR YEARLY COMPANY AND INDIVIDUAL GOALS. IT IS OUR AIM, TO CONSISTENTLY EXCEED THE EXPECTATIONS OF OUR CLIENTS.”

Overcoming Challenges

“Within the first quarter of launching the company, we saw the Covid-19 pandemic growing in India which subsequently, resulted in a total lockdown of the entire country for many months to come. We had to literally change our business plan on the go and reinvent ourselves to switch our operations into 100% work from home mode. We created remote workflows for talent sourcing, new client onboarding, employee engagement, evaluation, and more. The implementation of our business plan in a rapidly changing environment, nobody could really have planned for this, was the biggest challenge we have encountered so far”, says Alexander.

The company managed to adapt quickly, and continued to deliver excellence for all its customers. They have built and grown their business against all odds.

Alexander believes that people are the main asset of any company. Therefore, Squared Circle E-Com gives high importance to their hiring process. “We want to hire the right talent who shares our passion and vision. We believe in creating a work culture where we encourage our employees to consistently challenge the status quo. We also believe in giving our people the autonomy to get their work done the way they feel is appropriate. This is key, having employees supporting the business from 3 different countries. It is our people, company culture, and diversity which fuels our growth,” he asserts.

“As a start-up embarking on its journey into a very dynamic e-commerce ecosystem, and with a pandemic coming our way right at the start of our operations, I am extremely proud of how our teams took those challenges head-on. We have a very customer-focused, resilient, innovative, and hard-working workforce. We see ourselves as a big family at Squared Circle. And, everyone's contribution adds on to the continued success story of our company,” he further adds.

The company's key leadership principles are to put innovation above stagnation. They are aware that they cannot stay in business tomorrow if they work today with yesterday's processes. This keeps them motivated to provide innovative and excellent services to all their customers. “We strive to anticipate our customer's needs of tomorrow so that we have solutions in place when our customers need them. We have made innovation part of our yearly company and individual goals. It is our aim, to consistently exceed the expectations of our clients,” he adds.

Future Endeavors

The company has a long-term plan to expand its tech capabilities and develop a unified data platform for all its clients from where they can systematically manage catalogue, inventory, supply chain, and online stores across multiple countries and platforms simultaneously.

Alexander Henn concludes by saying, “Be comfortable to get into your customer's shoes. Whenever we are making internal decisions, we ask ourselves how do our customers benefit from certain outcomes? If we find there is no benefit for the customer from a specific implementation, then we switch focus to alternate solutions to add value to the business of our clients.”

SQUAREROOT SOLUTIONS: HELPING EUROPEAN TECH START-UPS LAUNCH WORLD-CLASS APPS

CIARÁN STONE, CEO/FOUNDER

Over the past 20 months, with restricted activities and mandated shutdowns, businesses worldwide have had only two options: Go digital or go dark. SquareRoot is leading the digital transformation of companies with a worldwide client base. To avoid catastrophic revenue losses, companies are investing in digital innovation, and SquareRoot Solutions is uniquely placed to take advantage of Custom Software Development, Mobile app development, Artificial Intelligence systems, and Augmented reality apps, forming just a microcosm of the services they provide.

Refined over several years of hard graft, SquareRoot has become an expert in compliance, security, and assurance. Leaving no stone unturned in providing clients with robust and cost-effective services, their efficiency in dealing with any difficulties a customer may have is impeccable. This dedication sets SquareRoot Solution apart from the competition and has made SquareRoot Solution a leading app development agency in Europe.

CEO, Ciarán Stone takes pride in SquareRoot's attention to detail, quality, and strict testing environments of all its applications. "SquareRoot foundation has been built upon empathy which helps us understand our clients and their customer's needs," says Mr Stone. This emphasises customer care is paying off with a client rating of 4.9/5 on Clutch (A leading B2B research & review site) and is regarded as a top mobile app development company in Europe.

Interesting facts of the start-ups they've helped:

- 4 of their clients were selected as Ireland's rising business stars.
- Praised by Beyoncé and picked as top start-ups at the International Web Summit by Werner Vogels (Amazon's CTO).
- Selected for mentorship by Melinda & Bill Gates Foundation.



SQUAREROOT'S FOUNDATION HAS BEEN BUILT UPON EMPATHY WHICH HELPS US UNDERSTAND OUR CLIENTS AND THEIR CUSTOMER'S NEEDS

- Adopted by Google in the 'Adopt a Start-up' program.
- Crowned as 'Best new start-up' company in the SeedCorn investor readiness competition.
- Secured 3rd place at Athens Start-up Award for an LED app solution based on the 'rethinking lightning' concept.
- One of the apps also clocked transactions worth \$50 Million in just 2 years.
- A wellness start-up app developed has touched the lives of more than 500,000 users.

And that's a result of their highly strategic development pattern. SquareRoot's scrupulous attention to detail has seen them accredited with an 'All-Stars Accreditation' by the All-Ireland Business Foundation. Not only that, but SquareRoot Solutions has also

been awarded for 'Leading Innovation in Business' at Kilkenny Business Awards.

SquareRoot Solutions has also collaborated with the Bellevue fire department in Washington, USA, to create an app that allows automated inspection procedures and has replaced paper-based mundane forms. Their other notable clients are Publicis Groupe, El Travel Group, Belgium Post, Facilisimo Foundation, DenseAir, alongside educational institutes such as the Trinity College Dublin, Institute of Technology Carlow, Greenhills College, FH Joanneum University of Applied Science, Austria, and University Limerick, etc.

That's not all; SquareRoot Solutions also offers start-up idea validation, technical feasibility checks, project/concept planning, UI/UX design, and much more. SquareRoot Solutions should be your go-to for all your tech needs.

IMPROVING PRODUCTIVITY OF EMPLOYEES ACROSS INDUSTRIES

TheOther 2 Thirds Consulting LLP aims to help businesses contribute to GDP growth and create jobs. The company has developed a well-being and engagement model called W.E.-Matter. They offer services like enhancing productivity, engagement surveys, deep analytics, creating accountability for managers and leaders, training managers and leaders to engage teams, training employees to stay engaged, attracting and retaining talent through a well-defined employee value proposition (EVP). They are an end-to-end employee engagement and well-being platform.

The company's lead indicators from W.E- Predict, the only performance predictor in the world, predict team performance using AI/ML. The prediction is based on surveys like comprehensive engagement surveys, well-being surveys, employee lifecycle surveys, and more. The company starts with performance issues and addresses them through engagement and well-being, resulting in high energy levels. They help measure the impact of the business by providing analytics dashboards, PowerPoint reports, and managers/leaders' scorecards in real-time. They also provide action plans to field leaders- business unit/functional head/manager. They help them plan to achieve the goal of the company and engage with their teams in real-time.

"Today, only 1.6% of the companies in the world are measuring employee engagement. But only 30% of them do something beyond measurement. The companies that connect with their employees emotionally have better productivity levels and can drive 30% growth in revenue," says Prashant, Srivastava.

"The majority of employment in India is driven by the mid-small sized companies. So, if we take care of these small and medium-sized companies by leveraging these principles of behavioural economics, they will benefit the economy and create more jobs," he adds.

About the Founder and Co-Founder

Prashant Srivastava, CEO and Founder, TheOther 2 thirds Consulting LLP, has over two decades of experience in linking HR interventions to strategy and impacting ROCE. He has helped organizations drive exponential growth through developing disruptive leaders. He has also extensively worked and researched the application of behavioural economics



PRASHANT SRIVASTAVA
CEO & FOUNDER

to human capital. Prior to starting his own business, he was a Group HR Head of a large conglomerate with interests in infrastructure, power, financial services, etc. Prashant was the CEO of Gallup India and then Partner (Engagement & Culture) with Aon Hewitt. He has worked with over 250 clients on 2000+ surveys and has done 100 + transformations in his career.

Saurabh Jain, an MBA from IIM Raipur, is the Co-Founder of the company and looks after the day-to-day operations. He makes sure that the clients and the team are engaged.

Plan of Action

The company has introduced a digital training program for all managers to build their capability. They help to enhance the performance of their team. "We are going to build similar programs for HR and employees. We believe that employees play a significant role in the organization, and engaging them is very important for the growth of the company," asserts Saurabh.

The company is also planning to create a digital delivery mechanism for implementation. As many organizations face the problem of recognition and collaboration, TheOther 2 Thirds Consulting is planning to launch a platform that tackles and builds collaborations and helps recognition. Currently, they are serving clients such as HDFC AMC, Raymond, ICICI Prudential Life Insurance, YourNest, Upgrad, Aegis, and more in India. They have a few clients in the USA like Startek, Tatra Data, and CorroHealth.



SAURABH JAIN
CO-FOUNDER

Speaking about the trends, Prashant says, "People are moving away from the conventional methods of delivery to digital platforms. Though, they need some amount of consulting time despite all the digital delivery. But once the internal teams are built, there will be a significant shift to the digital platform."

Future Outlooks

The goal of the company is to acquire 5000 clients in the next 6 years. They want to help these companies create additional growth in revenue of USD 120 billion. They aim to be a \$50 million company. To achieve this goal, they are pursuing digital marketing. "We have to go digital as one-on-one selling is very difficult. Digital marketing will open new avenues for us and will get clients from all over the world. Our focus is to get technology companies and BPOs as they have a large number of people in their organizations," Prashant explains. The company has partners in countries like the USA, Malaysia, Philippines, and Singapore who help them acquire new clients.

The company has started working on integrating performance management systems and incubating the OKR system with employee engagement. Once the company succeeds, Prashant wants to get into the education space. He wants to equalize the opportunity of education to all students across India through digital delivery.

Prashant concludes by giving advice, "Define your purpose and embrace it in your vision. Create a plan and work hard to deliver on the plan."

NISHA KAUR UBEROI: ROLE MODEL FOR ASPIRING LAWYERS

NISHA KAUR UBEROI, PARTNER AND NATIONAL HEAD OF COMPETITION LAW PRACTICE

TTrilegal is a full-service top-tier law firm in India with market leading practices. Nisha believes that Trilegal has the vision and confidence to successfully challenge the traditional family-run law firm model. The firm values equality and works on a one partner-one vote principle. Professionals are treated with respect and the collegiate culture fosters growth and innovation, evidenced by Trilegal successfully establishing itself in the top 5 Indian law firms and continually attracting new talent. It was these values that drew Nisha to take up the challenge to set up the Trilegal competition practice in 2017.

Nisha Kaur Uberoi, Partner and the National Head of the Competition Law Practice, Trilegal, today leads one of the largest competition law teams in Asia. Her team comprises over 30 dedicated lawyers with multi-jurisdictional experience advising on a full range of competition matters. Marquee clients include Aditya Birla Group, LafargeHolcim, Tata Sons, Schneider, Peugeot, Heineken, Naspers, Veolia, Port of Singapore Authority, WABCO Holdings, Temasek, Hyundai, Ola, GIC, and Flipkart.

Nisha's Journey

The journey of Nisha's life as a graduate of the National Law School of India University to becoming one of the most acclaimed lawyers in India is truly inspiring. Being a first-generation lawyer is never easy, but she has taken the challenges in her stride. She describes herself as an accidental lawyer who wanted to do her MBA, but never looked back after discovering her passion in law.

When Nisha started her career as a young lawyer in India, she discovered that people had pre-conceived notions about women in the workplace. Over the years, things have improved, and today, it is not unusual to see women lawyers breaking gender stereotypes and shattering glass ceilings.

When Nisha moved to set up the competition practice at the firm, Trilegal did not have a dedicated competition team and she had the challenge of building a team in an industry of established players. Nisha led the Trilegal competition practice to become the first



Indian law firm to win the prestigious award of the 'Regional Firm of the Year – Asia-Pacific, Middle East, and Africa' at the GCR Awards 2020. Nisha enjoys a challenge – from successfully handling complex regulatory matters for marquee clients to building a market recognised team. Nisha was the first woman partner hired by Trilegal in Mumbai, and as a genuine trailblazer, today, leads a team with one of the highest gender diversity ratios in India.

Nisha's perseverance and commitment have brought her several international and domestic accolades, including becoming the first and only Indian lawyer to win the coveted 'Dealmaker of the Year' at the Global Competition Review (GCR) Awards 2021 for her work advising on complex merger transactions aggregating USD 150 billion. She was named 'Competition Lawyer of the Year' at the Legal Era Awards 2018-19 and 'Woman Lawyer of the Year' at the ALB India Law Firms Awards 2020.

As a thought leader, Nisha was part of the Working Group of the Competition Law Review Committee (CLRC), the Ministry of Corporate Affairs, Government of India to recommend changes to the Indian competition law regime. Nisha also serves as India's Non-Governmental Advisor for International Competition Network (ICN). She is on the Board of Advisors of 'Increasing Diversity by Increasing Access',

a nation-wide movement to empower underprivileged and marginalised communities by assisting them to get access to quality legal education.

Pandemic Times

Nisha says, "Remote working does create a sense of isolation and needs constant motivation to overcome this. As a team, we have adapted fairly easily and rather quickly and all credit to the team's resilience."

The team has had its busiest year in the pandemic, but it has not been all work and no play. The team, under Nisha's leadership, has bonded over virtual sessions, celebrating personal and professional milestones. The team drinks' night, ladies' night, and book/ movie club discussions are a weekly regular, allowing the team to remain connected and build a support system.

"The overall safety and well-being continue to be a priority. We continue to work towards finding ways to ensuring wellness and look forward to the day when life will return to normal – there is no substitute for that chat over coffee!", says Nisha.

Advice to aspiring lawyers

For all those aspiring lawyers, Nisha adds, "It doesn't get any easier, but it definitely gets better. Dare to be different, get out of your comfort zone and rise by lifting others."

IT DOESN'T GET ANY EASIER, BUT IT DEFINITELY GETS BETTER. DARE TO BE DIFFERENT, GET OUT OF YOUR COMFORT ZONE AND RISE BY LIFTING OTHERS

TRANSFORMING THE FACE OF INDIAN HIGHER EDUCATIONAL ECOSYSTEM WITH AI PROCTORED ASSESSMENTS -WHEEBOX

NIRMAL SINGH, FOUNDER AND CEO

Offline Examination, traditionally been conducted on pen and paper mode has been a costly wherein question paper printing, logistics posed hassles for academic institutions.

Wheebox, A PeopleStrong Company, is an AI-powered assessment platform for conducting secured and scalable examinations. Founded in 2011, the company enables academia, organization, and enterprises maximize their talent potential by supporting their assessment, learning, and compliance. Wheebox has revolutionized the assessment world by combining platforms with cognitive artificial intelligence for conducting distributed large-scale exams. Wheebox serves over 1200 + customers across enterprises, higher education institutions, and government bodies. Wheebox conducted 15 million tests per annum out of which 13.5 Million Assessment are Remote Proctored.

Nirmal Singh, Founder & CEO: Replacing Pen Paper Assessment with AI Powered Digital Assessment

Nirmal Singh, Founder & CEO, Wheebox, builds and focuses on Business Alliances, Product & Investor Relations at Wheebox. Prior to Wheebox, Nirmal was the Country Head for Higher Education Business at NIIT Limited played the Key Leadership Role with New Horizons Incorporation for SAARC Countries. He aims to help entrepreneurs build high-impact companies from India under the fund Atraxn. He is also a trustee for a school-based in Uttar Pradesh providing affordable schooling to K-12 students. Over the decade, he has been passionate about building and empowering assessments and has enabled extraordinary evolution of the assessment world across industries and academia.

Wheebox, Revolutionizing conduct for Online Examination for safe, secured and scalable Assessment

Wheebox has two major services Platform as Service (PaaS) and Remote Proctoring as a Service (RPaaS) for business solutions such as eligibility (admissions), accreditation (final exams), employability (fresh or lateral recruitment), and skill certification. Wheebox



AS A LEADING REMOTE PROCTORING COMPANY IN THE COUNTRY, EVERY MONTH WE CONDUCT AROUND 2-2.5 MILLION PROCTORED TESTS

Online Assessment Platform supports multiple testing tools, from MCQ to subjective testing. Wheebox auto scaling infrastructure supports high-scale distributed testing for hundreds of universities, B-Schools, and private colleges across India such as IITs, IIMS, NITs, IP University, Pune University, AKTU, and many more.

Wheebox provides Safe Exam Browser to conduct high-stake tests for taking control of any malpractices. The application uses a 128-bit advanced encryption service (AES). The user data, question banks and answers are encrypted for higher security secured with firewalls.

"We are the largest Remote Proctor Company in the country. Every month we conduct around 2-2.5 million tests. Our remote proctoring solution not only identifies the candidate but also helps us scan room, detects noise or any other unusual activity during the test. This solution ensures that there are no malpractices. In case someone tries to cheat the human proctor is alerted, and the candidate is taken through the room scan. The human proctor asks the candidate to use their laptop's web-cam to show the room," says Nirmal.

With AI-powered solution, company reduces the result time to 10-15 days for both the educational institutions and companies. Recently, the company conducted an exam for National Testing Agency - JEE Hotel management and released the results within a week's time.

The company's goal is transforming pen & paper examinations into digitized examinations. Wheebox makes it easy for people to take assessments from anywhere and at any given time. Their goal is to ensure concurrency and security, i.e., to make sure that the right person is giving the exam.

New Growth and Business Expansion Plan

"Before the pandemic, 70% of business used to come from enterprises, 20-23% from education space, and 6-7% from the government. But during the pandemic, all the companies stopped their hiring processes, and hence, we shifted our focus to the education space. Today, 80% of our business comes from educational institutions," he says.

For Wheebox, the team is a vital part. During the pandemic, the staff saw the opportunity in the education space and proposed shifting their focus to that space and helping the company grow. Today, Wheebox has customers across Saudi Arabia, the Middle East, and Asia.

Speaking about the daily operations, he says, "Our main focus is on our people and product. We believe that the right talent can create the best products that can solve the problems of our customers. We also make sure that we have a large capital to take calculated risks in the market."

Future Endeavors

The company wants to make the whole examination process easy and seamless for academia. They want to make it convenient for people taking tests. "In future, if a student wants to give a pen-paper exam, we want to make sure that it gets digitized and gets delivered to the evaluator in a few minutes' time. This will reduce the time taken for evaluation. We also want to make sure that smartphones become the best testing device in the coming years," he says.

WORKLINE: MAKING IT EASY FOR ALL HUMANS AT WORK

NISHANA VIJAY, CO-FOUNDER

Established in 2016, Workline offers HR solutions to customers from a myriad of industries like BFSI, pharmaceutical, mobile payments, manufacturing, logistics, and others. The company's purpose is to make it easy for all humans at work. This purpose has helped them to build a unique SaaS HCM-HRMS ecosystem that enables organizations to manage employee life cycles.

"At Workline, we call ourselves puzzlers, as we are intrigued by the challenges organizations face today. We find ways to solve them like cracking a puzzle," says Nishana Vijay, Co-Founder, Workline. As the co-founder of Workline, she enjoys her work immensely because of the purpose it holds and the puzzles she can solve. A lot of Nishana's ethics and philosophy are reflected in the way Workline functions as she gracefully continues to pave the way for women entrepreneurs to come.

Leading By Domain Knowledge

Workline has a unique marketplace approach wherein they partner with niche HR service providers in the industry, competitors alike, to make it easy and seamless for all its customers. Workline's revolutionary approach offers HR departments options akin to a menu at restaurants, which gives the customers the ability to choose the process and functionalities based on their policies and requirements. Workline has introduced a new paradigm in the market called the framework approach. The very term framework implies and invokes the thought that the HCM-HRMS is perhaps configurable and flexible. Unreservedly so, the framework is customized to the needs of its customers, thereby removing the rigidity that's traditionally associated with products from this industry.

The framework offers processes like talent acquisition, workforce management, attendance and time off, performance and goals, training and development, and many others. The Workline application is built based on the radical and future centric Microservices Architecture which offers clients the ability to choose integration with existing systems, thereby mimicking the processes and functionalities seamlessly similar to the various payment apps today like GPay, MobiKwik, et al.



WE BELIEVE IN SOLVING PROBLEMS AND WITH OUR CUTTING-EDGE APPROACHES LIKE THE ZERO-LATENCY, A MULTI-MODULE SaaS MODEL WITH EXPERIENCED ENGAGEMENT TEAMS AND OTHER UNIQUE FEATURES; ATTRACTS AND MOTIVATES TALENT TO BE PART OF THIS JOURNEY ALONG WITH US.

Workline's marketplace has curated partners such as IDfy, Aadhaar Ripple Hire, Monjin, n!Factorial, Jana Small Finance Bank, and many others that provides

a well-rounded framework to all its customers. This digitally enabled process offers the experience of multiple functionalities available off Workline's core framework for customers' consumption. "We are trying to bring the power of As One to our platform. We are more robust with our partners," notes Nishana.

Today, Workline has some of the biggest brands as its clients that include SBI Caps, Fullerton, L&T Financial Services, Bandhan Bank, TVS Credit Services, PNB Metlife, Pidilite, Bluestar, Nerolac, Practo, BlackBuck, and Nykaa.

Challenges & Opportunities

Nishana says, "The pandemic completely changed the way businesses work today. This was an inward-looking period for us. A time for developing new processes and engagement styles to efficiently handle the new norms - like communicating meaningfully through video calls to provide business continuity and bring on new clients with ease."

With almost all customers having to adapt to this new digital way of working and with capabilities such as remote onboarding, remote interviewing, and others already factored into Workline's framework, it gave them a flying start with customers both new and existing; turning challenges into opportunities.

A forerunner in the market, Workline broke the traditional mould of the linear product approach and created the self-service framework approach. "We believe in solving problems and with our cutting-edge approaches like the zero-latency, a multi-module SaaS model with experienced engagement teams and other unique features; attracts and motivates talent to be part of this journey along with us," she explains.

Speaking about future endeavours, Nishana says, "We always think about what is the value we can give our customers. Throughout history, the backbone of ERP solutions has been driven by financial processes, we at Workline have an audacious ambition to make this people-focused. We feel with the pandemic age and rise of hybrid & gig workers we feel that the objective of making it people-centric is achievable."