

FORTUNE

SEPTEMBER 2021

INDIA
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



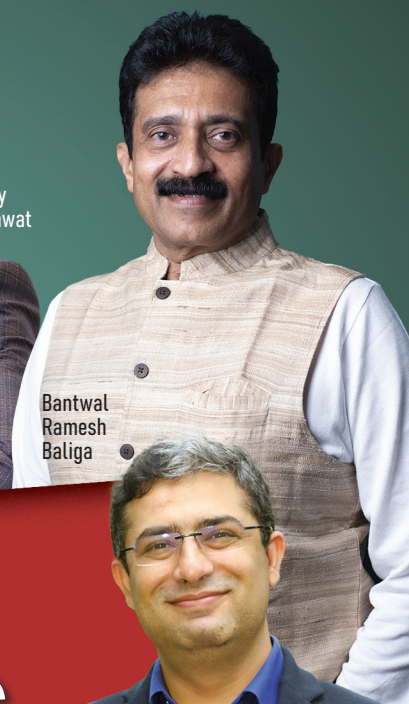
Narendra Ram
Nambula



Krishna Kumar
Goyal



Sanjay
Ghodawat



Bantwal
Ramesh
Baliga



Mukta
Adityaraj
Shah



Shyam Sunder
Chhugani



Manish
Hathiramani



Mahendra
Yadav



Rohit Arora



Devashish
Kamdar

CREATORS OF
sustainable
BUSINESSES



03

INDIA INC., AIMS AT
GREEN FOOTPRINT
FOR SUSTAINABILITY

CONTENTS

CREATORS OF SUSTAINABLE BUSINESSES



FORTUNE
INDIA
—exchange

Business Head: **Arun Singh**
National Head: **Mohan Singh Bisht**
Regional Head West: **Jiten Shrivani**
Regional Head South: **Chetana Shetty**
Design Head: **Liju Varghese**

Association



www.falconads.in | 8454052826



04

WATERTEC

Crafting Intelligent
Bathrooms that Save
Water



06

LIFESPAN

Trendsetter in Health
and Wellness, Rich in
Wisdom of Traditional...



08

SHREE HATKESHWARA GROUP

Accelerating the Nation's
Socio-Economic Goals ...



10

SONA SIKKA

Gold Rush for Sona
Sikka's Legacy for
Excellence...



12

SANJAY GHODAWAT GROUP

Ghodawat Consumer
Envisions INR 2,000 cr
revenue by FY23...



14

TRANSGANIZATION

Leading Businesses
towards Successful
Spiritual & Sustainable...



16

KOHINOOR GROUP

Astute in Business
Samaritan by Heart...



18

MANISH HATHIRAMANI

Ace in Aiming for the
Bulls Eye



20

DEVASHISH KAMDAR

The Iconic Entrepreneur
Redefining Luxury



22

ACCURATE POWERTECH INDIA PVT. LTD.,

Taking the Green Route...



24

The Future Growth of
Renewable Energy
Business in India

*Disclaimer : Creators of
Sustainable Businesses booklet is
a special initiative of Falcon Ads
under Fortune India Exchange. The
content and design of the booklet
has been compiled under Fortune
India Exchange. Claims made in the
content are verified by Falcon Ads
and readers discretion is therefore
recommended.*



INDIA INC., AIMS AT GREEN FOOTPRINT FOR SUSTAINABILITY

The climate shift and changes are already wreaking havoc on man, material and putting enterprises into grave jeopardy regardless. In 2015, global think tanks in the UN came up with 17 parameters essential for meeting Sustainable Development Goals which was ratified and adopted by member countries. India, as one of the signatories of the resolution, is supported by its large business community by adopting ways and means for ensuring sustainable development, which also addresses, besides environment protection, empowering of the marginalised sections of the society

Time and again, the green brigade has warned of the ominous consequences of environmental degradation, putting a question mark on the very survival of man and the environment that supports livelihood. Taking heed of the caution, the world community in response has taken into account of how to do business by going green. India is committed to safeguarding the environment. Search for alternative and renewable energy is therefore a goal for private enterprises and the government establishments aiming at energy efficiency, reducing wastage of energy resources, cutting down on dependability of fossil fuels, which are fast dwindling and not replenishable and finding ways to minimize carbon foot print. The industries have for centuries been blatantly excavating the innards of the earth. The plundering of the environment is also the result of a skewed socio-economic structure that has spawned poverty contributing to social imbalance where nature is ripped off its resources by the poor to fulfil their basic needs and the waste being dumped contaminating fragile eco systems unique to the geography of the place. It highlights the issues of poverty and the need to eradicate it for a more inclusive development with equal opportunities for growth and prosperity. Sustainable development is fundamental for addressing strife in the world by removing inequalities. The steps taken today towards sustainable development would eventually benefit the future generations to rise to their full potential for meeting their own needs.

India's promise to fulfil the United Nation's Sustainable Development Goals (SDGs), also known as the Global Goals, broadly address three main pillars-economic, environmental, and social categories, covering 17 aspects concerning people, planet and profits. It was UN's universal call for eradicating



Sustainable development is fundamental for addressing strife in the world by removing inequalities. The steps taken today towards sustainable development would eventually benefit the future generations to rise to their full potential for meeting their own needs.

poverty, protect the planet and ensure that people from all walks of life irrespective of their background get to enjoy peace and prosperity by 2030.

In India, the private and corporate sector are working committedly for attaining the Sustainable Development Goals by combating poverty and inequalities educating and skilling people through various CSR initiatives that are mostly active at places in and around the regions where their facilities are operational. They are also exploring alternative energy sources to fuel their progress

and participate in nation-building through sustainability. Supporting them is the government, which has developed dynamic regulations and standards, offers attractive subsidies and incentives and has increased public investment in green technologies to do away with nature-society imbalances, which can threaten socio-economic stability.

Big names in the corporate sector such as ACC, Wipro, Reliance Industries, Mahindra & Mahindra, Tata Group, Infosys, HCL, Hindustan Zinc, Vedanta and ITC have taken a lead in creating a dynamic ecosystem that supports research, innovation hubs, incubators etc., and sharing of experiences with industry federations and association for accelerating the green goals through efforts such as training programs, consultancy services, and supporting educational institutions to make sustainability an integral part of the core curriculum. They are also encouraging engineering, design and architectural schools to focus on sustainable design, besides supporting several Indian business schools to impart practical learning of building and running sustainable businesses. Private organizations also run awareness campaigns on sustainability to empower communities for a mutually gainful association of the corporate, people and other stakeholders to bring about an impactful, healthy and successful change in building a symbiotic people-nature-industry relationship. ■



CRAFTING INTELLIGENT BATHROOMS THAT SAVE WATER

Watertec has revolutionised the bath spaces in partnership with foreign brands such as Swiss, Italy, Japan, Portugal & Thailand in crafting elegant and intelligent bathrooms offering unique customer experience of comfort and functionality. Watertec, which began a humble journey in 1997 from Coimbatore, today boasts of having a major chunk of the market in the premium category for sustainable products powered by hi-tech AI and comprehensive bathroom solutions.



BANTWAL RAMESH BALIGA; CEO, Watertec India Pvt. Ltd.

As a manufacturer of premium product range in bathroom fittings and accessories, how is Watertec transforming the industry to match world-class products?

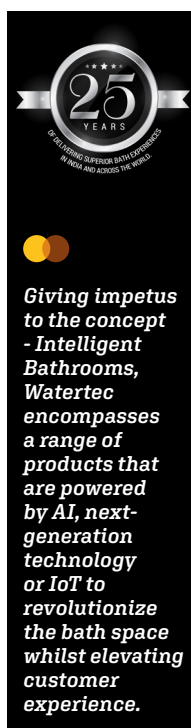
Watertec has always been a pioneer in bringing out quality products. Our business plan and policy emulate Quality. In the wake of the transformation, we have brought out world-class products that mainly focuses on water saving and touchless features. The bathroom is intrinsic in playing a key role in maintaining health and hygiene and therefore the need for an efficiently intelligent bathroom is rising, now more than ever. Giving impetus to the concept - Intelligent Bathrooms, Watertec encompasses a range of products that are powered by AI, next-generation technology or IoT to revolutionize the bath space whilst elevating customer experience. Among our popular premium products are-

Beaulet new innovative Electric Bidet

is integrated with a touchless feature and remote operated. Infused with Japanese technology, it ensures all round hygiene and comfort with 4 cleansing modes. These ultramodern innovations consist of premium designs and features like touchless flushing, hygienic rimless bowls, self-cleaning bidets, hands-free operation, self-deodorising, temperature control, seat warming, in-build speakers, voice assist and remote connectivity amongst a plethora of hi-tech advanced features and functions.

Regal Flush Cistern, a modern-day replacement of the regular flush cistern, comes with Anti-bacterial, Anti-Fungal and added fragrance in every flush. They come in over 10 attractive sleek designs and colours to choose from to match your bathroom décor.

CONTI+ Washroom and Shower touchless solutions are products with exceptional sensory qualities, cast in attractive shapes, combined with technically sophisticated functions. The Conti+ product portfolio



comprises of a wide range of sanitary fittings such as sensor faucets, sensor soap dispensers and Water Management system. These products are compatible to modern washrooms and WCs, with environment-friendly water-saving performance, touch-free operations and outstanding hygiene functions.

Touchless Cisterns by Oli uses active infrared technology, pneumatic flush technology and wireless communication technology for automatic flushing. Water efficient, these cisterns can activate half flush or full flush by programming through a remote control or by the wave of a hand. These are made of high quality anti-fungal, anti-bacteria resin which ensures hygiene.

Urimat- Waterless Urinals address an area where there is a large consumption of water (even potable water at times) is that in the urinals. Each flush could tantamount to litres of water being expended. Waterless urinals use liquid sealers and rely on density differential between the sealant and the liquid waste.

Since you ventured out into the market as a manufacturer in 1997, what is the evolution that you have witnessed in the industry?

The main concept of venturing into polymer manufacturing was to counter the cheap metal products either imported or made from scrap material which were of ordinary quality. It was also to create a tap for rural India wherein the affordability was a question as metal taps were expensive. Hence, we started with products suitable for such a market at affordable prices that saw quick acceptance for their quality. Expanding the customer experience, the company then focussed on providing a total plumbing solution that is behind the wall, inside the wall and outside the wall. This was a turning point where the company catapulted in demand across all level of customers. We also had certain products which was focused on hygiene and health of individual starting from the bathroom giving us immense pleasure to create them for all segments of people. Over the years, the bathroom has evolved across many platforms ranging from simple taps to now touchless that are AI enabled available in exceptional designs, quality and performance. The market has premium products embedded with features such as anti- bacteria, anti-fungi, cockroach traps, anti-odour, touchless, water management done through service apps. Shower systems too come with water saving, rain showers with mist, and body shower that rejuvenate a weary body and mind. The sanitaryware are fully automatic and so touchless. Hi-end technology has literally transformed drab bathrooms into a pleasure room!

Watertec is presently working on Industry 4.0 specification and has developed fully automated robots working round the clock with the injection moulding machine. This is giving a high productive output and quality of international standards. In a couple of months all our factories will be compliant to industry 4.0 standards and we envisage to achieve volume of 25 million pcs a year. It is evolution of manufacturing process to match the product evolution and also the selling now has made us a complete one stop solution providing company to the advantage of customers.

Could you share how partnerships with foreign companies helped you to revamp the portfolio and quality of Watertec?

The companies that we have partnered with have been manufacturers for over 5 decades. WTS is

a 115-year-old manufacturer and together we have a total experience of 140 years in the industry. Our collaborative working has enabled us to provide affordable products in India having latest technology. These partnerships have made us a total bathroom solutions provider offering a range of products from basic taps made of virgin grade polymer to the other high end of the spectrum, that is touchless. We can cater to any segment of Tier 1, 2 & 3 cities. Our range of products include PVD coated range, Marine grade Stainless steel products, Sensor products, High end sanitaryware, Faucets in various styles and designs, Showers collection and innovative products in engineering polymer.

The market demands are to design bathroom and plumbing solutions that not only meet this basic requirement but also pair comfort and convenience with flawless performance, premium

The market demands are to design bathroom and plumbing solutions that not only meet this basic requirement but also pair comfort and convenience with flawless performance, premium designs and long-lasting finish amongst several other uber features.



designs and long-lasting finish amongst several other uber features. As a brand that explores better ways to delight its customers, Watertec aims to deliver exactly this.

Considering the thrust for sustainability beginning from source to the delivery of the end products, how is Watertec aligned to this goal?

Watertec follows sustainability checklist across its production and manufacturing process which are devised to promote minimal environmental impact. Our production technique is completely automated that curbs wastage and the robots conserves time and energy. Watertec products are made of high-quality engineering polymer which is approved by National Sanitation Foundation (NSF). They are designed to enhance the quality of water output where health and hygiene are given priority.

These food grade approved taps eliminate lead formation and gives fresh and clean water.

Our leak free products can save water up to 70% be it taps, showers or flushing system. We encourage the reuse of waste in production at our facilities which is also recycled and used in products like waste coupling, floor drains.



As water is scare and a looming threat for the earth, what are the initiatives that Watertec has taken under CSR for saving water?

Our CSR activity predominantly revolves around training numerous plumbers and making them aware of the water saving products at our training institutes under the Skill India initiative. Plumbers are given special focus because they are the link to sensitise end customer on saving water. We have also built toilets, government school, over-head tanks, and provided them with knowledge on preserving water. We in partnership with IPA and Rotary have distributed more than 50,000 water saving aerators to house in societies, conducted classes in their premises for training the apartment owners and children. Rain water harvesting is another of our focus areas. ■

Trendsetter in Health and Wellness Industry, Rich in Wisdom

OF TRADITIONAL AND MODERN NUTRITION SUPPLEMENTS

Narendra Ram Nambula: A business builder who made his mark through positive impact in the nutraceutical industry. A trailblazer of successful enterprises today, Mr. Narendra Ram Nambula climbed his way up in many remarkable industries. A first-generation entrepreneur, Mr. Narendra Ram's exemplary people skills, ability to leverage market dynamics and keen entrepreneurial acumen helped reshape many companies to evolve and change course.

Narendra Ram Nambula;
Founder and CEO,
Lifespan Pvt. Ltd.



Mr. Nambula's personal characteristics are perhaps the best way to sketch his profile: apart from dedication to innovation and being consistent about the significance of leadership, he has set an example for Indian youth with his initiatives towards community service, and also championed the cause of equality in society. He achieved great things in the world of business while strengthening the two backbones of the country - Education and Health.

ABOUT LIFESPAN PVT LTD

Mr. Narendra Ram Nambula envisioned at a young age the need of supplements, he also holds faith in the ancient adage "let food be thy medicine", Lifespan Pvt. Ltd. was created with a mission to provide reliable, high-quality supplements to the society. Lifespan Pvt. Ltd. offers more than 100 plus products with a promise to satisfy customers and make them feel secure in their purchases through perpetual inventory and full documentation according to stringent GMP regulations.

Lifespan differentiates itself from its competitors through a diverse product line in the form of tablets, capsules, gels, oils, paste, liquids/juices, dry/ wet blended powders and diskettes. All the products are based on the ancient texts and scientific literature about the ingredients that go into the formulation of the product and so it is not a medicine or substitute for varied diets. Lifespan products are amazingly effective and very popular and are in varying forms namely:

LIQUIDS/OILS: Panch Tulsi Drops, Forest Honey, Red Onion Hair Oil, Muscle and Joint Pain Oil etc.

DISKETTES: Chyawanprash Diskettes and Protein Diskettes are of Vanilla and Chocolate flavour. Chyawanprash is a time tested ayurvedic formulation made with more than 45 herbs, it is innovated in the form of Diskette suitable for all age groups. It is a powerful herbal remedy for almost all anomalies. This ayurvedic supplement helps in variety of health conditions. A snack that has



convenience, taste, health and of course, Protein in every bite! Lifespan Protein Diskettes with Vanilla and Chocolate variant provides high protein and essential nutrients to help fulfil one's daily nutritional needs in a convenient manner.

Capsules, Tablets & Chewables: Brahmi, Ashwagandha, Moringa, Spirulina, Vitamin C and Zinc Chewables, Vitamin C, Triple source Calcium, Shilajit, Weight Management Capsules,. These products have properties ranging from anti-oxidants, revitalizers, immune builders, improve brain function, sharpen mental alertness and memory, anti aging, stress buster, natural detoxifier, analgesic for the nervous system, maintain bone health, manage thyroid and a lot more.

High quality ingredients are used in the products while adhering to strict quality measures during the manufacturing process. Lifespan differentiates itself from its competitors through a diverse product line in the form of tablets, capsules, gels and paste, liquids, dry and wet blended powders and diskettes.



Spreads: Creamy Peanut with Butter and Crunchy Peanut Butter has combined properties of power-packed nutrients. They are rich in Vitamin E, Folic acid, Magnesium, Oleic acid, Niacin. It makes for a delicious meal as it can be spread on bread, roti or paranthas for a filling breakfast and snacking as it is full of nutrients needed to tackle a hectic day ahead.

Juices: Aloe Vera with Honey, Amla with Honey and Wheat Grass with Honey, these liquid products packs are available in easy- to use- appealing designs. They serve as tonic that nourish the body. These juices are good for the liver, helps in hydrating and detoxifying the body, benefits in skin health, improve IBS symptoms, gives relief from heart burns apart from other benefits.

Powder: Protein powder in Vanilla and Chocolate flavours. Protein, help in muscle growth and maintaining body mass, keep blood pressure under check and reduce inflammation. They help to suppress appetite and boost metabolism.

LIFESPAN DURING THE COVID PANDEMIC

Life and situations around are ironically, both good and a concern. Even as life expectancy has improved significantly with better medical facilities, treatment and cure, on the other hand health and nutrition remains a concern impacted by changing lifestyles, stress and pollution. As a result, deficiencies of vitamins, minerals and other nutrients are commonly found in the community making them prone to various diseases.

Initiatives, innovations and introduction often thrives in periods of adversity. Since last year Covid-19 has been scattering rapidly, so was the necessity of new developments, where it was needed most and to support humanity during the challenges. Lifespan

the manufacturing process.

Lifespan's manufacturing facility is registered and built according to USFDA standards (U.S. FDA Registration No.: 16316762158). The manufacturing facility is equipped with state-of-the-art machinery and the production team and technicians are experts in running the production without compromising on quality and standards. Lifespan strive to keep technology and its premises updated through continuous improvement of processes and systems. Lifespan is expanding and is working across the world in taking its Ayurvedic supplements to countries like Canada, Russia, UAE and USA to name a few.

ENTREPRENEURIAL ENDEAVOURS AN ENRICHED EXPERTISE THAT SPANS ACROSS A

launched multiple products to support the immune building, and other nutritional requirements during the pandemic. At Lifespan, it is believed that the future of a brand is rooted in the future of its new developments and support to the mankind.

Lifespan is committed in helping its customers turn concepts into full-fledged commercial products - tested, evaluated and modified to perfection. Lifespan, true to its nomenclature and hallmark, offers high-quality products and in interesting combinations for enhanced taste, nutritional value and best results.

MANUFACTURING FACILITY

Lifespan's state-of-the-art manufacturing facility in Hyderabad, is capable of handling mass production of health , it strictly adheres to the GMP regulations to ensure that its products are pure, safe, unaltered and effective. High quality ingredients are used in the products while adhering to strict quality measures during

VARIETY OF DOMAINS

As Mr.Narendra Ram Nambula involves himself in all stages of the development of company's business, Lifespan Pvt. Ltd. offers a perpetual inventory of 100+ products with a promise of surety and satisfaction to customers through full documentation as per stringent GMP regulations. Strong leadership is essential for the rise of an enterprise. Never the one to compromise on quality, Mr.Narendra Ram Nambula serves as a guiding force, takes responsibility for identifying business challenges and finding ways to address them, fosters innovation and works collaboratively with all members of the company. Today Lifespan's -NLIFE is a well-known and acknowledged brand in the market. It is available across the country on all major e-commerce platforms and retail stores in the country....

LIFESPAN HAS INDEED MADE LIFE LARGER THAN LIFE!



ACCELERATING THE NATION'S SOCIO-ECONOMIC GOALS FOR SELF-RELIANCE

The young and dynamic Director of India's leading logistics and transport company, Ms Mukta Adityaraj Shah, is a second-generation owner of the "National Carrier Shree Hatkeshwara Group." It's a story where a father has empowered his daughter to break conventional mind-sets and domains to venture into a largely male dominated business. Mukta is living up to the trust reposed in her capabilities by adding new ventures to the company's portfolio and was instrumental in forging international collaborations and establishment of its hubs in the US. She continues to successfully steer the company through tough challenges and win new clients.



MUKTA ADITYARAJ SHAH; Director, Shree Hatkeshwara Group

After completion of her Masters in Business Administration in International Business, Mukta, joined the business in 2015 beginning with the Finance Department. She worked diligently through the rank and file of the Group for in-depth and practical understanding, which needs very niche skills to operate in the very demanding sector. Her education from some of the premier institutions and exposure to a global work culture, besides the dinner table conversations at home, imbued in her the importance of ethics as well as trends in the business of which she was destined to be part of in the future. Those informal conversations, education in business management shaped her into the professional that she is today. This promising young lady, who has also participated in MPOWER, the Management Development Programme for Youth Transport entrepreneur from IIM Ahmedabad is gifted with a sharp intellect, leadership qualities and a vibrant vision to take the company to great heights. She credits her father for giving her this opportunity and responsibility to take forward his years of hardwork and dream, and proving that he is truly a champion of woman empowerment.

SHREE HATKESHWARA GROUP AND ITS GROWTH STORY

Founder of Shree Hatkeshwara Group, Adityaraj Shah, was not aware of that someone who started off by driving a single milk

●● We believe in making our customers lazy, by making our customers dependent and providing them on time delivery. We proudly present ourselves as 'Carriers of National Wealth,' says Mukta, who is aware that the workforce are the major stake holders in an organization.

tanker by himself and nurtured a vision way ahead of its time, would one day rule the logistics and transport industry with his own fleet of more than 1500 vehicles! Relentless hours of backbreaking toil bore fruit with the very humble beginning of Shree Hatkeshwara Group. Over the years, the enterprise grew steadily into a conglomerate and today in 2021 is celebrating its Pearl Anniversary! Behind the success of the Group lies the steadfast culture of punctuality, sincerity, integrity, hard work, effective, high service standards and time definite delivery now inherent in the ethos of the company's functioning. These

ethical work culture inculcated among the staff has developed a sense of responsibility, determination, dedication, honesty, and mutual respect which form the driving force of its well-coordinated team spirit and formidable unity in the face of challenges propelling the business to greater heights of excellence with each passing day.

Since its inception, Shree Hatkeshwara Group has been engaged in the logistics and transportation services with pan India operations. As specialists in transportation of Cement, GGBS, Steel and Chemicals like LPG and Propane, the Group transports over 2 million metric tons of cargo per year in its own vehicle that number more than 1500. Shree Hatkeshwara Group is currently one of India's largest fleet owners of bulkers and is amongst the top three transporters of Bharat Petroleum Corporation Ltd. in western India. The services offered by the Group covers a vast spectrum ranging from Rail Rake Management, Inbound and Outbound Freight handling at surface, Primary and Secondary warehousing/

redistribution, Third Party Logistics and Surface Transportation services at most economical pricing options. Customization, understanding customer's requirement and designing service systems to suit their requirements with the help of dedicated team of qualified persons are the strong points of the Group, enabling its expansion goals.

WINNING TRUST FOR BRAND BUILDING

"We believe in making our customers lazy, by making our customers dependent and providing them on time delivery. We proudly present ourselves as 'Carriers of National Wealth,'" says Mukta, who is aware that the workforce are the major stake holders in an organization. "We have inculcated a culture in the organization that has developed a sense of responsibility, determination, dedication and honesty, in each of our team members. We choose the right person at the right place and ensure equal distribution of authority, responsibility, and accountability, which is the key to good governance. The Group has implemented Maker-Checker policy in each department for ensuring errorless and smooth functioning with the stake holders," informs Mukta, who is a people's person and motivates her team with encouragement and compassion winning their admiration, trust and loyalty.



ACHIEVEMENTS & AWARDS:

1. Ms. Mukta Shah won the Mahindra Excellence Award for 'Lady Transport Personality of the Year 2017'.
2. Shree Hatkeshwara Group was recognised as one of the 'Top 10 Promising Hire Carrier Service Providers' consecutively for 2018 and 2019.
3. Business Connect Magazine conferred Ms Mukta Shah with the 'Woman Entrepreneur of the Year Award, 2019'.
4. Asia One Magazine recognized Shree Hatkeshwara Group with the 'Fastest Growing Brand 2019-20'.
5. Mr. Adityaraj Shah, Founder Shree Hatkeshwara Group was conferred with the 'Global Asian of the Year Award, 2019-20' by Asia One Magazine.

Recently in 2018, the Group expanded its territories to the United States of America. The credit largely goes to Mukta, who proudly shares, "Our Group Company SHCM Worldwide Inc. is based in Baltimore, Maryland, USA. The company owns a fleet of 20 tractors and 20 trailers and provides transportation services that include hauling of grains in hopper trailers, aggregate materials for construction in dump trailers, and dry goods in dry vans."

EXTENDING A HELPING HAND

Shree Hatkeshwara Group derives immense satisfaction and happiness in giving back to the society as token of their gesture to those associated with and who supported the Group in its long and eventful journey from humble beginnings taking them to the pinnacle of success. The Group has introduced a unique scheme for children of its drivers who run the huge fleet of the company's vehicle that has created an efficient and dependable network of services winning trust and progress for the company. The Group sponsors the higher education of the children of its drivers to help them in achieving their dreams. The company also arranges a medical camp every 6 months for eyes and complete health check-up of the drivers to safeguard their health and well-being. ■

Shree Hatkeshwara Group is currently one of India's largest fleet owners of bulkers and is amongst the top three transporters of Bharat Petroleum Corporation Ltd. in western India.





GOLD RUSH FOR SONA SIKKA'S LEGACY FOR EXCELLENCE IN OIL INDUSTRY

Neha Chhugani, Director; **Rohit Chhugani**, Director;
Shyam Sunder Chhugani, Chairman, Sona Sikka



Sona Sikka, is the first edible oil refinery established in 1984 in Rajasthan. Founded by late Shri Tejmal Chhugani, father of Shri Shyam Sunder Chhugani, the brand is living up to its name by proving to be a market leader revolutionising the world of cooking oil with its flawless purity and quality rightly earning the moniker as the liquid gold in edible oil industry!

Sona Sikka was acquired by Shri Shyam Sunder Chhugani in 1993 under family division, who built the business from scratch with sheer hard work, focus and smart market strategies winning the confidence of dealers and build their numbers as they served as the nodal points to popularise the brand. To engage with the dealer and to keep their interest alive in the product, he launched various kinds of schemes from time-to-time where gold and silver coins and many gifts were gifted to them. To indulge dealers and distributors, they were also offered foreign junkets with family to establish and ensure brand loyalty. Sales figures and targets were not considered as yardsticks to be the lucky dealer selected for the fun trips abroad. This move paid off and today, Sona Sikka has the support and association of 200-250 dealers, who have entrenched the brand firmly in the competitive turf. The monthly sale of Sona Sikka refined groundnut oil rose initially from 1400 tins to an incredible 10,000 tins! Shri Sunder Chhugani achieved the magic number through his extensive sales measures and relentless diligence and marketing skills going from shop-to-shop on a scooter.

Sharing his simple mission and intention that made Sona Sikka a house-hold name, the humble man says, "Since our inception, I had a strong belief that success follows those who follow their



heart. When we started out in 1984, I knew that the choice to live a healthy lifestyle and eat right was not just a trend, it was a transformation people looked at making for the long term. So, we set out on a journey to constantly work towards innovation and development to improve the groundnut oil we bring to you today. Our goal is simple, ensure safety and maintain quality. Keeping various parameters in mind, it is an honour to offer our consumers the best and healthy option for themselves and their families."

Ahead of its time in vision and innovation, Sona Sikka worked on making the visibility of its brand very prominent in the highly choosy and finicky market and consumers. Keeping in mind the quality and packing, the company from time-to-time has applied the best of technology to upgrade the packaging of its product. In 1993, Sona Sikka was the first to introduce corrugated boxes in India for packaging of edible oil! A product, so superfine in terms of quality and purity is what has retained the supremacy of the brand in the market for more than 35 years. That is why the labels of the product were also designed with the use of latest technology. The crimp spout on top of the tin is also of the highest quality, which is 15 times better than other brands in the market. This penchant for focusing on packaging by the brand is to firmly rule out duplicity of the product in the market, which has a glut of spurious names, for ensuring the trust and its popularity amongst its customers in-tact.

In 2011, Mr Sunder Chhugani was joined by his son Mr Rohit Chhugani and daughter Ms Neha Chhugani, who have leveraged the brand to a new high with their sensible and intelligent understanding of the family business. Under their tech savvy approach and initiatives of the two siblings, the brand entered into a new era of its journey, that of the social media and digital marketing. These tech platforms were not only used for business promotion, but also a space where different kinds of online concerts and contests were started that encouraged a healthy association of mutual trust between the brand and the customers, who also used the facility to directly interact with the Sona Sikka. The company underwent a thorough in technology to drive its production units, various office functions and get customer feedback that helped the brand to understand the upcoming trends in the market and upgrade itself for offering the best product and services. In other words, the company had its hand on the pulse of the market and customers by becoming technology oriented!

Sona Sikka has set its mind to diversify in the

The company underwent a thorough in technology to drive its production units, various office functions and get customer feedback that helped the brand to understand the upcoming trends in the market and upgrade itself for offering the best product and services.



Since our inception, I had a strong belief that success follows those who follow their heart. When we started out in 1984, I knew that the choice to live a healthy lifestyle and eat right was not just a trend, it was a transformation people looked at making for the long term. So, we set out on a journey to constantly work towards innovation and development to improve the groundnut oil we bring to you today. Our goal is simple, ensure safety and maintain quality. Keeping various parameters in mind, it is an honour to offer our consumers the best and healthy option for themselves and their families.

FMCG category with plans in the pipeline to introduce many products in the market in the near future. In 2020, when the Covid pandemic was raging adversely impacting several industry sectors, Sona Sikka launched two new products namely, Sona Sikka Premium Mustard Oil and Sona Sikka Filtered Groundnut Oil, which have received tremendous positive response. Each product of the brand sources the best of raw material and is processed in a manner

that its nutritional values is retained and some even fortified that aims to keep its customers healthy. This venture establishes the company's next step and that is to go all out globally for which both the products are of international level, be it in packaging or in its production. Sona Sikka excels in every segment of the business, which is deeply committed to its founding values of diligence, superior quality and customer satisfaction. ■



GHODAWAT CONSUMER

ENVISIONS INR 2,000 CR REVENUE BY FY23



(R-L) **SANJAY GHODAWAT**; Founder & Chairman - SGG,
SHRENIK GHODAWAT; Managing Director - GCPL

Under the dynamic leadership of Mr. Sanjay Ghodawat, Chairman and Mr. Shrenik Ghodawat, Managing Director – Ghodawat Consumer Pvt Ltd (GCPL), the FMCG arm of Sanjay Ghodawat Group (SGG), has endeared itself to millions through its customer-centric business policies since its inception in 2013. SGG has various verticals like Aviation, Consumer Products, Education, Energy, Mining, Realty, Retail, Software, Textiles and employs over 10,000 people globally.

GCPL is focused on constant product innovation, customer-centricity, affordability and quality, creating a unique brand identity for itself. These value-based practises have enabled the GCPL to achieve the momentous milestone of INR 1,000 cr in revenue ending FY21.

Today's mercurial economic scenario poses a challenge to any entrepreneurial endeavour in winning the trust of customers and retaining brand loyalty than earning profits from the venture. GCPL started its journey by manufacturing edible oils and with increasing consumer acceptance, trust and the notable success, the company was encouraged to expand and diversify its product portfolio to include staples, impulse and non-food categories under the famous "Star" brand. Elated by the GCPL's success, Mr. Shrenik Ghodawat shares, "Our world-class manufacturing facilities, extensive rural and urban penetration, efficient trade marketing, distribution network and business ethics are the key driving factors for attaining this illustrious feat in a short span of time."

GCPL's "Fizzinga" - carbonated fruit drinks, Frustar – fruit drinks, Star Water and RIDER – Energy Drink are among the top-selling products in the beverages category. A new inclusion is the dairy division offering of Star Ghee, Hapy Milkshakes and Star Flavoured Milk. The wide-ranging products are manufactured at GCPL's state-of-the-art facilities under the supervision of its adept team who adhere to the most stringent manufacturing protocols. "STAR" brand Atta, Edible Oil, Jaggery, Pulses, Rice, Salt, Sugar, Snacks and assorted namkeen's are now household names in Maharashtra and Karnataka, and so are the "Ayurstar" range of personal care products and the "Klemax" range of homecare products. Buoyed by the achievements, GCPL is expanding its business horizons with new vigour to double its revenue to INR 2,000 crore by end of FY23.

REVOLUTIONISING THE RETAIL SPACE

SGG is already making waves in the retail world with its latest offering "Star Localmart". This 21st century supermarket will provide customers with an array of daily consumable products under a single roof, besides opening



up lucrative franchising opportunity to aspiring entrepreneurs. Within six months, Star Localmart has surprised everyone with its phenomenal progress, expanding from a single store to 20 stores and another 300 stores in the pipeline for launch by end of FY22. The eventual goal is to set up 3,000 stores across India in the next three years.



TORCHBEARERS OF SGG

If Mr. Sanjay Ghodawat, Founder & Chairman of SGG, is the inspirational force behind the success of the conglomerate, then Mr. Shrenik Ghodawat is taking forward the glorious legacy of SGG to the next stage of modernization with his youthful visionary zeal.

In 1993, Mr Sanjay Ghodawat laid the foundation of a robust business Group and built it with sheer dedication, vision, unparalleled efforts and strong business ethics that earned SGG a reputation for its unique products and services across the globe. He is supported by his son Shrenik Ghodawat, who was lauded for his entrepreneurial endeavours on a global stage for earning a rare recognition of "40 Most Influential Asian Under 40" by AsiaOne. He spearheads the Consumer Products, Aviation, Energy and Retail verticals of the Group.

Mr. Sanjay Ghodawat is recipient of many illustrious national and international awards given by Economic Times, Times Group, Femina, Maharashtra State, Education World, among others. "The road to success and the road to failure are almost the same. It is the belief, courage, and persistence of each traveller that decides where he will lead," says Mr. Sanjay Ghodawat.

A PROGRESSIVE CONGLOMERATE

SGG has seen inspiring progress, especially in the fields of Aviation, Consumer Products, Education, Energy and Retail over the last few years. RENOM, which was conceptualized in 2015, has become the largest independent service provider in the Renewable Energy O&M (Operations & Maintenance) space in India. It is the only

company that has indigenously developed its own SCADA system with a single-window dashboard that can maintain any make or size of assets. It has its presence in 7 states and 36 locations in India.

Living up to its motto of 'Connecting Real India', Star Air, the aviation arm of SGG, is ensuring that people reach their destination safely and comfortably, which is also affordable. It won the trust of lakhs of Indians in a short span creating a national buzz recently by topping the Passenger Load Factor (PLF) chart outpacing all national and regional carriers. Within two years, Star Air, has expanded its operations from 3 to 15 cities and has also launched its international charter services while focusing on connecting more rural towns to metro cities in India. Star Air is also the

Under the inspiring mentorship of Mr. Sanjay Ghodawat and the dynamic leadership of Mr. Shrenik Ghodawat, the company aims to soon join the elite club of the Top 10 consumer product companies in India.



only airline to fly regional jet planes in India.

Mr Sanjay Ghodawat opines, "Education is the only medium that can transform the lives of citizens." Following this philosophy, he established the dual ISO certified and UGC recognized "Sanjay Ghodawat University" (SGU) in Kolhapur, where more than 16,000 students are imparted value-based education and knowledge. SGU runs international schools, IIT & medical academies, engineering, architecture and management programs, and even has school of pharmacy under its aegis. Today, SGU is an epitome of educational excellence, a reputation built through its cutting-edge pedagogy and enviable placement records.

COMPASSION FOR SOCIETY

Sanjay Ghodawat Foundation (SGF) has done considerable charitable work across its various programs. Planting of over three lakh trees, providing free education to over 5,000 girls, setting up of bio-toilets, providing financial assistance to budding sportspersons and the families of martyrs, etc. are areas where SGF has left indelible impact. In 2019, SGF was in the forefront in providing all possible help to hapless victims of the devastating Kolhapur floods. During COVID-19 pandemic, SGF helped more than half a million people across India. The COVID Care Centre at SGU campus (Kolhapur) saved hundreds of lives, benefitting more than 23,000 patients through its 24/7 availability of medical facilities. Also, SGF came to the aid of Mauli Old Age Home in Kolhapur, which was on the verge of closure due to a financial crunch, giving it a new lease of life by providing all support including financial help.

A role model for youngsters and an inspiring personality, Mr. Sanjay Ghodawat believes in giving back to society what is rightfully earned from it, stating, "Charity, philanthropy, uplifting others, etc. are the real jewels that every successful person should wear. The kind of positive radiance it creates

not only brings transformative changes in the lives of others but also gives you the highest level of satisfaction that no other materialist thing in the world can offer. Do remember, the power of philanthropy is immense and its results are always beyond numbers." ■





TRANSGANIZATION
Enlightened Business Practices

LEADING BUSINESSES TOWARDS SUCCESSFUL SPIRITUAL & SUSTAINABLE TRANSFORMATION



The global corporate arena is fraught with intense competition. Standing up to the high expectations needs special mindset and skills, traits essential for the success of an enterprise, which does not come easy. Many flounder despite the best of concepts, intentions and investments. Empowering such entities with a global perspective is leading Guru in Business makeover, Mr. Rohit Arora, Founder & CEO of Transganization, who is passionately playing a catalyst role successfully transforming organizations by enhancing their aptitude, manpower capabilities and performances.

Author of two best-selling books, Transganization and Journey of Ajaa, Mr. Rohit Arora, has an exemplary academic background from premier institutions like IIT- Mumbai, ISB- Hyderabad and Kellogg School of Management, Chicago US. His profound knowledge of Advaita Vedanta makes him an evolved visionary with a spiritual bent of mind that enables him to dexterously balance the two worlds- the real and the surreal. A familiar face conducting spiritual program every Sunday morning also telecasted on National Television Channel (Bhakti Sagar), Rohit is a master in the art of transforming entrepreneurs and their enterprise guiding them on the path of righteousness to attain sustainable success in their ventures.

Before embarking on the Transganization journey,

the qualified technocrat with sharp management skills has worked with companies like KPMG, Arthur Andersen, Jawed Habib, HSBC and others garnering extensive experience and insight on how global entities operate for making profits. But his heart was set on helping passionate entrepreneurs build organizations with a global mindset and extraordinary capability. Over the years he has helped multiple business owners to find their lives purpose and overhauled organizations to achieve sustainability through Transganization Methodology. Transganization, is a one-stop window solution for SME and professionals. In the last 7 years, the organization lead by Rohit, has educated and benefitted more than 14000+ business owners and professionals.

In today's world, sustainability is the key to a profitable and prosperous enterprise, but on the

contrary, most promoter driven businesses consider profitability reflected on the balance sheet as a measure of growth and success. This perception needs to change by depicting that the correct scale to measure the real growth of the business is sustainability by modifying entrepreneurial mindset along with implementation of new capabilities in their business. This gap is where Transganization is playing a defining role in a way that organizations are empowered to sustain on their own where profits are a by-product.

Change is the only constant in the world, thus to cope up with the ever-changing world businesses also need to transform from time- to -time to cater to the evolving needs and wants of the environment. Transganization acts like a Saarthi (Companion) working in collaboration with organizations as a consultant and that of a coach, who guides, advises and even helps businesses to integrate sustainable solutions into their system which amplify their output, making businesses more sustainable.

If there is a will there is a way, so transformation is only possible when one is willing to walk the change, both in their mindset and shift in capabilities. Channelizing and nurturing the mindset in the correct direction, is the first offering of Transganization where clients, who are called believers, are taught business



education in a holistic manner and with their intense involvement to co-create sustainable and scalable organizations. It encompasses the entire gamut of operations such as Technology, HR services, Corporate Compliance, Branding and communication for a journey of change with various reviews and checks at every step to ascertain the full impact of the transformation process. It also addresses various avenues which are generally overlooked by SMEs like implementation of CRM, HRM, SEO management etc.

An intense school of thought, Transganization through high-quality education and companionship programs that decisively transform organizations to have their own mind, body and soul so that they thrive on their own and sustain much after their promoters and directors cease to exist. It makes the relevance of Transganization more profound in the business world.



FLAGSHIP ACTIVITIES OF TRANSGANIZATION

1. Darpan: The change master, Mr. Rohit Arora conducts Darpan, a free for Life Business Educational webinar series held every Friday at 5.00 p.m. in English and Hindi.
2. Prarambh: Is a free for Life Business Educational webinar series conducted by Mr. Kundan Gurav, Co-Founder and Transganizer, delivered in Marathi every Saturday at 9:30 a.m., to impart business education to Marathi entrepreneurs.
3. Transganization Campus: It is an online education platform that provides more than 500 hours of Business Education and Articles that are tailor-made to serve the needs of small businesses. It was launched in May 2021 and is expected to educate many more small businesses who are unable to attend Darpan or Prarambh Programmes. Most popular topics on Campus are- Parivartan Readiness Program; Branding & Communication; Customer Mind Map; Product Development Framework; Competitive Strategy; Data Driven Decision Making; Excel for Better Data Analysis.

Living by the philosophy - LOVE, SERVE and GIVE, Transganizers are passionately creating sustainable businesses that are focused on making the world a better place. ■

8 Modules of Parivartan (Transformation):

- **PURPOSE DISCOVERY:** A business with a clear purpose is an unbreakable business and it is self-motivated to achieve its goals.
- **CUSTOMER IDENTIFICATION:** Organization needs to change with the changing needs of the customer. Products which the customer needs should be reflected by the organization in their offering.
- **BUSINESS MODEL:** To serve the customers with the right products and services which fulfill the needs of the customer where the organization needs a correct business model.
- **FINANCIAL MODEL:** When it comes to generating revenue, it is necessary to understand the cost implications associated with it and whether the business will grow if it continues following the same process.
- **DASHBOARD:** The business has a structure now and needs a proper scale to measure different variables and warn when certain conditions are not met. This checking of the implemented business is done in the dashboard which will basically measure the current performance of the business.
- **SYSTEM AND PROCESSES:** The system which is created by following the above modules will deliver certain desired results. This methodology needs to be documented so as not to deviate from the current path being followed.
- **TALENT FACTORY:** When the system and processes are in place it is then important to select the right people to be incorporated in the system to deliver accordingly.
- **NEURAL NETWORK:** It gives a bird's eye view of the whole organization to identify any bottlenecks in the system.



TRANSGANIZATION CAMPUS

A platform where you can dive into plethora of knowledge on Business Management.

What's there on the Campus:

1. Access to 700+ hours of Business & Spiritual education content
2. Access to our LIVE business education (Darpan & Prarambh) and spiritual (Discover Ekam) webinars
3. Access to unique business-related blogs and articles
4. Certification on Completion of Program

Subscribe Now: www.transganization.com/course/



ASTUTE IN BUSINESS SAMARITAN BY HEART



(L-R) **VINEET GOYAL** ; JT.MD, **KRISHNA KUMAR GOYAL**; Chairman & M.D.,
RAJESH GOYAL ; JT.MD, Kohinoor Group

The life of Mr. Krishna Kumar Goyal, Chairman and M.D. of the leading real estate company Kohinoor Group, is a glorious success story of a simpleton who changed his destiny by daring to dream, doggedly pursuing his dream and realising his dream through diligence, which manifested into the creation and growth of brand Kohinoor. The higher he rose in esteem in the industry and society, the more down-to-earth profile did he maintain. His body of social work and achievements as head of several institutions is as incredible as the inspirational man himself.

As long as you have a dream and the dedication to pursue it – anything and everything is possible! This belief has been the essence and the secret of my success,” shares Krishna Kumar about his life’s journey that have many interesting milestones along the way. He was born in 1954 to Chandrakala and Kishorilal Goyal of Padha (Haryana). A year later, the Goyal’s moved to Pune – the cultural capital of Maharashtra – to start afresh that posed many challenges. A born trader, Kishorilal opened a grocery shop to fend for his family of ten. His business principles, honesty and integrity were then imbibed by his observant son.

The young Krishna Kumar studied at Alegaonkar School and simultaneously helped his father at the

grocery store. Despite his excellent academic records, his father was rather reluctant to allow Krishna Kumar to pursue higher education, expressing the desire rather imposingly that his son joins the family business. The principal of his school came to his rescue and Krishna Kumar completed his schooling with flying colours. This is when his dream of founding a school in his mother’s name began to take shape. His aspirations of becoming a successful entrepreneur and creating employment opportunities for people too were an outcome of the times he experienced in having to divide his study time and assisting his father.

After completing his graduation in commerce, Krishna Kumar continued with his responsibilities at the shop, as per the wishes of his father. In 1974, Krishna Kumar was married to Rajbala and four years later around 1978, his father challenged

Krishna Kumar toiled hard and soon met the challenge successfully with his enterprising move of supplying groceries to corporate canteens such as Philips, Telco and Vulcan. His relentless efforts made him the single largest supplier to Telco in a very short span of time.

him to “earn Rs 3000 on his own guts”. The young Krishna Kumar toiled hard and soon met the challenge successfully with his enterprising move of supplying groceries to corporate canteens such as Philips, Telco and Vulcan. His relentless efforts made him the single largest supplier to Telco in a very short span of time. It was close to when as luck would have it, success smiled down on Krishna Kumar who purchased his first house – ‘Ashiana’ in Bopodi – the same small town where

the Goyal's had struggled and then flourished. "My motivation is my faith-that every little step will take us closer towards the longer vision and goal," says the sociopreneur, who is an eminent entrepreneur, an educationist, a banker and much more.

Gifted with an astute business sense, Krishna Kumar joined The Cosmos Co-op. Bank in 1974 which had 18 branches in the state of Maharashtra. Krishna Kumar majorly contributed towards bringing about a miraculous turnaround of Cosmos transforming it into a multi-state bank with 140 branches in 7 states worth Rs 26,200 crores. He put an end to the ever-growing demands of disgruntled employees by giving them a 70% pay-rise! Most of the sub-judiciary cases were settled out of court. The branches were rejuvenated and were given a complete makeover in look and feel that was smart, efficient and technology driven winning confidence of the customer with its friendly attitude. It was for the first time that a total of sixteen mergers and acquisitions of banks were undertaken



by Krishna Kumar, who was then at the helm of the organization, which speaks volumes of his exemplary management skills. It was on the pursuance of Mr. Goyal that the Cosmos Co-op. Bank acquired a license to operate the currency chest. Cosmos is the only co-op bank in India to have this privilege.

Krishna Kumar's commitment towards society runs deep and his contributions defy all imagination. He has not only supported financially, but is also a repository of innovative ideas and unconventional approach to tackle issues, which are worthy of being case studies in the best management schools.

His sheer honesty and compassion are evident in the many welfare activities undertaken by him and reflected as achievements. Among the many noble causes that he supports are sponsoring of sportsmen and sportswomen, various tournaments, sports events, etc. He has dedicated a commercial building project owned by him to women entrepreneurs, a huge tribute

and great step forward towards women empowerment.

An aspiration closest to his heart is promoting social-welfare through education. His dream of founding a school in his mother's name was realised with the opening of a few educational institutes ranging from pre-schooling till graduation, which he heads as Founder-President. They are, Smt. C. K. Goyal Primary School, Chinchwad, Smt. C. K. Goyal Junior College, Khadki and Smt. C. K. Goyal Arts & Commerce College, Dapodi.

Having seen life in its starkest reality, Mr. Goyal has not only identified the glitches in the existing educational system, but has also provided room for improvement. Hence, along with providing traditional education, he has played a pivotal role in setting up educational institutions as well as prepared curriculums that are aimed at instilling professional ethics in the students. Mr. Goyal has conducted numerous sessions for the youth where he has shared

Some outstanding milestones of Krishna Kumar Goyal

- As Chairman of Cosmos Co-operative Bank, which is a multi-state Scheduled Bank, valued as Rs 27300 crore, he went on to established 140 Branches in 7 states namely Maharashtra, Gujarat, Madhya Pradesh, Andhra Pradesh, Karnataka, Tamil Nadu & Telangana.
- He is the President of Khadki Education Society, where 8,000 students' study in various institutions.
- As chief mentor of the C.K. Goyal Primary & Secondary High School, Chinchwad, education is imparted in Marathi to around 3000 students.
- 'Shrimati C. K. Goyal Junior College of Commerce', Khadki and 'Shrimati C. K. Goyal Arts & Commerce College', Dapodi are other institutions which are beneficiaries of his vision.
- He is the Vice President of 'Akhil Bharatiya Marathi Natya Parishad' (Pimpri Chinchwad Branch), a socio-cultural organisation promoting arts, theatre, music, etc.
- President of Maharashtra Rashtrabhasha Prachar Samiti, Pune.
- President of Agarwal Samaj Federation Pune District.
- Vice-President of Maharashtra Rajya Agarwal Samaj, Maharashtra.

his extensive experience from various walks of life inspiring them with the drive to achieve a lot more and do a whole lot better.

Today, Mr. Vineet Goyal and Mr. Rajesh Goyal, sons of Mr. Krishna Kumar, are now his strong shoulders who are sharing the responsibility of taking forward the Group to new heights of success. Kohinoor's ambitious project Presidentia coming up on B.T. Kawade Road Pune, will showcase the collective power of experience, wisdom, new ideas, innovation and the productive amalgamation of the senior Goyal and his sons. It all began with a burning desire for enterprise, an idea, a passion translated into reality like none else! ■



MASTER IN MANOEUVRING TRICKY TRADING TRENDS



MANISH HATHIRAMANI; Proprietary Trader & Technical Analyst

Mr. Manish Hathiramani is a highly sought-after Index Trader and Technical Analyst for his master skills in navigating the tricky waters of the Nifty. As Founder of Deen Dayal Investments, established in 2008, he has transformed the enterprise into one of the most prosperous and trustworthy proprietary trading firms in India vouched by its burgeoning and up-market clientele. For a man so young, his 16 years of experience in trading in the Indian equity markets, has brought smiles to many investors with remarkable Return on Investment (ROI). A popular face on several media and industry platforms, his achievements have won him innumerable recognitions on the national and global stage.

Even when the Covid-19 pandemic was raging and the economy plunged into despondency with lockdown being clamped, the optimistic Manish Hathiramani's spirit was upbeat for he knew that eventually the industry would recover. A talent so rare, he played his cards smartly for which he was covered extensively in the media and was featured in the March 2020 issue of the 'Forbes India' as a "Modern Game Changer of India" and again was chosen amongst the top achievers in the "45 under 45" special of The Forbes India, March 2021 issue. In February 2021, he was felicitated with the prestigious Economic Times award for the "Proprietary Trader of the year" in Mumbai. The prestigious Mahatma Gandhi Samman Award bestowed on him at the House of Commons in London in 2019 is another award he cherishes among others.

Manish ardently follows the Roman poet Horace's famous philosophy, "Carpe Diem, Quam Minimum Credula Postero", which means, "Seize the day, put very little trust in tomorrow (the future)", that forms the foundation of his irrepressible energy to take on a new day with confidence and hope. Recalling how he was attracted to the world of trading and investments from a young age, the 38 year-old expert says, "My fascination for the capital markets dates back to 1993, when I was only 10 years of age! The photographs and articles of celebrity trading personalities being featured in 'The Dalal Street' and 'The Economic Times' appealed to me so much that I wished to comment on the subject and be recognised

as an expert in the market. My first brush and fledgling understanding of the stock markets occurred during the two major market crashes in 1993 and 1998, which I followed keenly. The remorse of investors losing their investments when stock prices crashed left me wondering what defensive mechanism could be developed and implemented so that people could benefit even when the markets collapsed. To search for the elusive answers to the questions, my restive mind took me to Bond University, Australia where I pursued Bachelor in International Business, specialising in 4 majors - international finance, economics, global business strategy, and statistics. I spent considerable time focusing on abstruse topics like Fibonacci Numbers, Regression Analysis and Granger Causality. By now, clued to the market trends very closely and having acquired some knowledge of its various patterns and behaviour in different circumstances, I could see my dream eventually take shape."

Manish who amazed those around him with his prodigal knowledge about the capital markets says, "My speciality lies in trading the NIFTY, the benchmark index of the National Stock Exchange, India on which I have spent the last 16 years focusing exclusively on this format of trading."

Even while studying at La Martiniere Boys School, Kolkata, Manish took keen interest in the markets and in topics like Standard Deviation and Business Mathematics. He thoroughly enjoyed subjects that involved drawing and plotting co-ordinates on the X & Y axis on graph paper. After completion of his education from Australia, Manish returned to Kolkata in 2004 and by mid-2005, started to train in Technical Analysis under the guidance of a very prominent name in the trading world, Rahul Mohindar. A very meticulous and hard task master, Rahul molded the young Manish to work out of his comfort zone and think out of the box! Rahul taught him how to trade effectively in both directions of the market i.e., bullish and bearish. Even today Manish credits his excellence in the subject knowledge to Mohindar whom he looks up to as his mentor.

Manish, thereafter, took the towering risk of starting trading as a full-time occupation without seeking anybody's help or the cushion of a secure job! Sharing that though it was not a family business, yet he took the plunge he said, "I had nobody to ask for help. Nobody to seek guidance from because genuinely nobody knew technical analysis. It has been a long struggle." Repeated rejection and dejection were what he faced, when his mentor Rahul advised, "Start your own trading firm and commence with whatever little you have. Build it up and if you are good in your analysis, people will recognise you sooner or later," words that were to turn out truly prophetic. What followed was incredible. For Manish, the next decade was a whirlwind of over 2000 television interviews such as Bloomberg, CNBC TV 18, NDTV Profit, ET NOW and many prominent newspapers and magazines recognizing his work. His is amongst the most consistent young faces to be seen on



"I do not trade stocks, only futures and options of the Nifty Index." Happy that his efforts to establish independent regulated fund structures in Mumbai and Dubai saw completion in June 2021, he mentions, "After the successful launch of India Futures Fund (IFF) in Singapore, I have now setup M SQUARE CAPITAL ADVISORY (I) PRIVATE LIMITED, which will cater to the Indian clientele. The company is regulated by SEBI and shall focus on giving advisory services on the Nifty Index. It is exclusive as it only advises buy and sell positional calls on the Nifty futures and options market. We will offer clients quality advice which will give them consistent returns."

business media forums and international forums namely Dubai, Amsterdam, Moscow, Singapore and Hong Kong and he has had the privilege to speak at the World Trade Organisation (WTO) in Geneva. "I started receiving calls from potential investors and was introduced to several ultra HNI family offices, both in India and abroad. Apart from my proprietary corpus, I now manage multiple fund structures in India, Singapore and Dubai with a wide range of clients from industrialists, exporters and businessmen to professionals and celebrities," shares Manish.

Talking about the extent of his work and achievements, Manish informs, "I do not trade stocks, only futures and options of the Nifty Index." Happy that his efforts to establish independent regulated fund structures in Mumbai and Dubai saw completion in June 2021, he mentions, "After the successful launch of India Futures Fund (IFF) in Singapore, I have now setup M SQUARE CAPITAL ADVISORY (I) PRIVATE LIMITED, which will cater to the Indian clientele. The company is regulated by SEBI and shall

focus on giving advisory services on the Nifty Index. It is exclusive as it only advises buy and sell positional calls on the Nifty futures and options market. We will offer clients quality advice which will give them consistent returns.

Manish is a man with diverse interests and hobbies such as spending quality time with his family, reading, listening to music, swimming and playing squash. "Life is the drums of destiny, and The Creator looks after His creation" are the words of his Nanaji (maternal grandfather), whom Manish idolises and considers his spiritual Guru, crediting him with embarking the then 17-year-old boy on the path of spirituality. These high cultural values have enriched Manish's growth and keeps him humble to work towards attaining his goal with complete faith in the Almighty and Law of Nature. ■



There is more to the youthful persona of Sudev Group's 26-year-old scion. A dynamic entrepreneur, Mr Devashish Kamdar, has taken to the family business of jewellery making and real estate like fish to water, like his brilliant concept Estuary, the world's first epicurean waters founded in 2020. Entirely, from concept to marketing strategy, the finance and management graduate from University of Nottingham, UK, has erected the Estuary vertical in the Group and with what success! As Founder of flagship enterprises - Occasions Fine Jewellery, Rarever Fine Jewellery and Estuary, he has the industry waiting for his next move with bated breath!

DEVASHISH KAMDAR

THE ICONIC ENTREPRENEUR REDEFINING LUXURY

ESTUARY-BIGGEST
INNOVATION IN
FMCG INDUSTRY



“**INDIA'S YOUNG ASSET**”

DEVASHISH KAMDAR; Founder, SGPL

ESTUARY- WORLD'S FIRST BLENDING WATER ENGULFS THE MARKET

The story goes that Devashish was challenged to explore new business ventures when industries were severely

hampered by the unprecedented Covid pandemic. His attention, after serious mulling, was drawn to the ubiquitous water, a lifeline for every living creature, the most consumed and the most precious. Evolving around water, the concept of Estuary was



developed into a wide range of highly formulated pairing waters specially crafted for spirit blends. Proudly innovated and made in India for the world, Estuary when blended with the products it is mixed with enhances the luxurious and indulgent experience infused in each sip.

The world's first water crafted for alcohol blends emerged to be amongst the most unique enterprises that had only one option, the road to success! Devashish proved his mettle and the fact that he was born with the genes of business in him. The presentation of 3 variants of Estuary is as unique as the concept to be launched this year- 2021! Eco-friendly, the 100% glass packaged water provides an enhanced tasting experience when blended with the fine mature spirits to give the true taste of the complexity of the flavours. The epicurean water is about striking the perfect balance between nature and luxury where the processes involved are such that it will not only reduce carbon foot print to 0, but will at the same time provide better hydration and health. Estuary believes in bringing the gift of God- water- in its purest form for human consumption!

Available in over 1100 outlets spread across India with 2 leading variants: Whiskey Water & Single Malt Water, the blending delight-Estuary-India's first glass bottled luxury water brand and the world's first epicurean water, has given an interesting twist to water and its many interesting concoctions! Like liquid crystal the pristine Estuary sparkles as one of the brightest innovations in the water industry, making headlines as a water gem!

**AS THEY SAY - BLEND IT RIGHT;
BLEND IT WITH ESTUARY**

OCCASION FINE JEWELLERY- THE BRIDE'S BEST FRIEND!

Mr. Bhavesh Kamdar, who has a flourishing jewellery and pioneering real estate businesses knew that his son was drawn to jewellery, luxury and fashion since childhood. After completing his graduation, Mr. Kamdar saw to that Devashish underwent 3 years of rigorous apprenticeship in gems, precious metals and manufacturing of jewels at the company's factory. This set the foundation of the young Devashish to shoulder the family business. Very soon, Sudev Group, saw its retail business pick



OCCASION FINE JEWELLERY

Brand OFJ bears the stamp of a regal legacy in the making of the finest jewellery, an experience handed down three generations!



BLENDING EPICUREAN WATER

India's first glass bottled luxury water brand and the world's first epicurean water, to blend the spirits right, Estuary, has given an interesting twist to water and its many interesting concoctions!



RAREVER FINE JEWELLERY

RFJ is a bespoke jewels made with the rarest forms of diamond and coloured stones showcased at Mayfair, London.

up with the launch of Occasions Fine Jewellery, which is most recognized as a brand for setting benchmarks of excellence in bridal ornaments at its two boutiques, one each in Ahmedabad and Mumbai. With his hands on the pulse of Indian sensitivities when it comes to special occasions and festivities such as marriages, Devashish ensured that they are made into memorable moments for the family, particularly, for the bride as its her dream come true day and so desires to look the most attractive. This wish of the bride and its significance is understood like none else than Occasions Fine Jewellery. They truly go out to make every bride's wish come true and her special day a memory treasured for a life time. Brand OFJ bears the stamp of a regal legacy in the making of the finest jewellery, an experience handed down three generations! With the finest and latest techniques in jewellery manufacturing in-house facility, OFG is at an advantage when it comes to ensuring product quality and customization. The brand has a showcase of 5 genres of collection where each genre consists of exquisite designs etched on its ornaments that are testimony to the uncompromising high grade of artisanal finesse. The jewels by OFJ are made of the purest of precious metal studded with naturally mined gemstones and flawless diamonds. True to its brand name, Occasions Fine Jewellery is fit to be worn for all special occasions.

RAREVER FINE JEWELLERY - EXCLUSIVENESS PERSONIFIED

Rarever Fine Jewellery (RFJ) is a fine luxury jewellery boutique situated in the heart of Mayfair at the famous Bond Street, London rightly complementing one of the first jewellery brands from India to display its exclusive collection. RFJ is an exclusive collection of jewels made with diamonds of the rarest cut, set and crafted in designs inspired by rare motifs of flora, fauna, architecture, sculpture and bewitchingly translated on to the jewels. Their value, as worthy as priceless heirlooms, have an ardent overseas clientele who belong to the most exclusive elite class like the jewels themselves! Only the best of best, authentic and exclusive piece of jewellery find place in their collection to flaunt. Each piece of RFJ jewellery showcases the ethos of class, beauty and indulgence so rare. ■



CREATORS OF
SUSTAINABLE BUSINESSES




TAKING THE GREEN ROUTE TO POWER NATION BUILDING

Accurate Powertech India Pvt. Ltd., manufacturer of energy back-up products and integrated such as Gensets, Portable Generators, Silent Generator, Diesel Generator, Power Distribution Panels, is spot on in propelling the development aspirations of the country with its pan India presence. Established in 1999, Mr Mahendra Yadav, CMD, also Director of the company, and his dedicated team have built Accurate into the number one authorized dealer of Kirloskar Oil Engine Ltd., (KOEL), a subsidiary of parent Kirloskar Group, has emerged a strong contender with 21 years of experience in the industry that pans the entire spectrum of private and public sectors and is also brightening millions of homes and lives!

A comprehensive power solution set-up, Accurate Powertech, is an industry leader in its segment of business that supports major goals of mega companies by playing a decisive role in enabling them to honour promises of quality, value for money and much more made to their customers. The company, which is into power and electrical infrastructure business provides a gamut of services under a single roof as Dealer, Supplier, Consultants, Installation, Commissioning, Consultancy Services Provider for turnkey solutions (EPC) from concept to commissioning of Substations, Distribution, Electrification, Solar Projects and Plant related projects that also covers allied responsibilities of Transport, Unloading, Shifting genets on foundation, Earthing, Cabling and Permission. Accurate is a member of NAREDCO and the company is also having certification for Quality Management System ISO 9001-2015, emphasises on its commitment to quality and safety policies for creating immense value for its customers and stakeholders in terms of innovative and energy efficient engineering, on time completion of the project and complete after sales support. Accurate couldn't be more on the mark!

Recipient of KOEL's Best Performance Award for ten years and all India No 1 for 3 years. The success of Accurate can be attributed to its relentless and unflinching commitment to provide 100% customer satisfaction by maintaining their database to ensure delivery, service on time and warranty. It has won more than twenty thousand satisfied customers across India out of which more than 70%, according to data are repeat customers. Accurate has a sizeable presence



The company's expertise in delivering innovations and breakthroughs, are driving incredible growth for Accurate businesses and revolutionizing markets. Today, Accurate boasts of a comprehensive product and technology portfolio

MAHENDRA YADAV;
CMD, Accurate
Powertech India
Pvt. Ltd.

in real estate and infrastructure, dairy and agro based industries, government and semi government organizations, industries services and corporate clients that include prominent names such as Bajaj, Big Bazaar, Bosch, Cipla, Hero Honda, Bharat Petroleum, GAIL, LIC, Kotak, Reliance, TATA, Infosys to name a few.

Accurate has kept itself ahead of the curve with its innate ability to successfully manage technology beginning from innovative concepts to full delivery on the strength of its in-house design, infrastructure and technical expertise with the help of some of the finest technocrats in the industry. This has cultivated a culture that ensures accountability through one point contract responsibility, besides a team of experienced liaisoning team well-versed with process and people to acquire permits necessary for timely completion of projects underway across India. With significant collaborations and technical know-how support, Accurate has grown in stature as the most preferred power solutions providers in the country.

The company's expertise in delivering innovations and breakthroughs, are driving incredible growth for Accurate businesses and revolutionizing markets. Today, Accurate boasts of a comprehensive product and technology portfolio that includes DG and spare products to name a few, besides providing interim power plants, power generation to heavy industries such as mining, quarry, steel, metal, forging, minerals, manufacturing, and all service Industries. Accurate delivers power and related services to propel and enhance the development of society and enrich the lives of people as it moves towards sustainable operations for development keeping environmental safety in mind.

As fossil fuel is fast dwindling, which is not replenishable and is contributing to pollution and greenhouse gas effect, the search for renewable and alternative energy is on-going by governments the world-over. In accordance to the UN resolution for attaining Sustainable Development Goals (SDG) by 2030 that addresses efforts for reducing carbon foot print by adopting clean and green technologies without derailing the developmental progress. The thrust, therefore, is on solar energy to power all the needs of man and industry where every kilowatt power generated by solar energy means reduction in pollutants, hence improving the overall ecology and transforming the world into a green planet! Aligning itself with this mission, in accordance of the commitment made by India as a member-country, Accurate is now focusing on consulting and developing solar roof top power projects and MW solar projects by offering turnkey solutions to customers who want to invest in solar industry. Accurate are authorized dealers of Kirloskar Integrated Technologies Pvt. Ltd. (Kirloskar Solar) that has ventured into the solar business

CLIENT TESTIMONY

The team that was assigned to our project... were extremely professional throughout the project and assured that the owner expectations were met and often exceeded.

- Siddhivinayak Group

We appreciate the efforts put in by Accurate Powertech India Pvt. Ltd. that in worst weather conditions have completed all the work .

- Huf India Pvt. Ltd.



ADVANTAGES OF SOLAR ROOFTOPS

- Savings in transmission and distribution losses
- Low gestation period
- Roof top installations at the tail-end of the grid can enhance grid stability and reduce losses
- Saving in land requirement and cost
- Reduction of power bill by supplying surplus electricity to local electricity supplier
- Creation of value from under-utilized rooftops.
- Net metering allows utility customers to generate their own electricity cleanly and efficiently.
- During the day, most solar customers produce more electricity than they consume; net metering allows them to export that power to the grid and reduce their future electric bills.

aiming to provide Sustainable, Reliable and Clean power to all its customers.

As a genset company having good exposure of energy business, Accurate is specialized in grid-tied solar plant design and installation offering the latest and energy efficient technology. The decision to venture into execution of solar project installation for renewable energy projects is an outcome of this confidence emerging from extensive experience in the industry. The company is also developing energy efficient mega projects for clients from as diverse sectors as Schreiber Dynamix Dairies Pvt Ltd, Jabil, Pune Airport, Indian Railway and PWD, while more are in the pipeline.

Aware of the growing demand for power in local and global markets, Accurate ensures energy efficiency as one of its best offerings, for which the company has developed a strong portfolio of projects in India by providing worlds highly technological efficient products which are being constantly explored and researched at the state-of-the-art R&D centre of the company. The focus is not only on developing innovative products but also to give best after sales services to the clients through expert trained engineers aimed at customers satisfaction, which forms the core of Accurate's business principles. ■



THE FUTURE GROWTH OF RENEWABLE ENERGY BUSINESS IN INDIA

As the green shoots of an economic recovery start to emerge, and as organizations and individuals are gripped with the personal and economic impacts of the virus, the mid-year is always a good time for introspection and to think about the years ahead. India is likely to witness a steep increase in energy demand, hopefully on the back of strong economic growth.

are essential for the long-term sustainability of the sector. Fossil fuels, however, continue to account for over 60 per cent of the total installed generation capacity in India. Therefore, it is essential to focus on improving energy efficiency to meet the increasing demand by reducing dependability on fossil fuels and shift towards electricity. Emissions from heavy industries and agriculture are the next challenges for India to meet, while keeping the country growing

young educated population. Government has an unprecedented opportunity to accelerate energy transition by making investments in renewables, a key part of stimulus packages to kick start the economy.

Post pandemic, the government's policy focus has been on structural reforms in agricultural, business and labor laws, in a bid to attract greater investment which must be supported by strong policies oriented towards achieving the Renewable Energy Goals. The Government of India has set targets of achieving 175GW by 2022 and then increasing it to 450GW by 2030.

Despite the resilience exhibited by RE sector, its growth may slow down in 2021 due to supply chain disruptions, lockdown measures and emerging financing challenges. Investing in RE sector is of paramount importance, which will not only create jobs and economic development but most importantly help in reducing carbon emissions. Engaging the RE sector is critical to energy security and sustainable development of the country. Infrastructure Development, Financial Institutions' support and stable government policy play a key role in achieving targets set out for the year 2030.

At the Climate Action Summit 2020, Prime Minister, Narendra Modi had said, "India will exceed the Paris Agreement targets", but it's naïve to think that targets can easily be achieved by India Inc., with the economy reeling under unprecedented Covid crisis. However, it is heartening to see businesses across the world, and in India, playing their part to decarbonize its operations, putting in measures to build business resilience, and pushing for a green recovery. Businesses in India have a critical role to play in shaping these transformations to build India's competitiveness and inclusivity.

It is clear that sustainable businesses in India will continue to rise in RE in the coming decade, edging out fossil fuels and reducing Greenhouse Gas Emissions. Thus, companies that prioritize India's Renewable Energy Business in their growth strategies stand to benefit in the coming decade. This is a pivotal time for Renewable Energies in India. ■

Authored by: Mr. Venkata Krishna Movalla



Transition to electric vehicles is imperative for India, both from an energy security and sustainability standpoint. With the current pandemic crisis, there is an opportunity to support India by using the recovery to quickly transition its energy and mobility.

The following two factors will play a pivotal role for future growth of renewable energy Business in India.

- India Inc's ability to adapt to the energy transitions that are likely to happen sooner than later.
- Government's continued support in backing the Renewable Energy (RE) sector through strong functional policy making, to augment domestic and foreign investments in sustainable businesses.

Over the last decade, India has made significant progress towards improving energy access by increasing integration of renewable energy where markets will slowly transition away from long-term power purchase agreements (PPAs) towards term ahead contracts in order to achieve more flexibility. Technical interventions such as investment into battery storage assets, hybridisation of thermal plants with RE, Pumped storage Hydro Electric Plants

domestically and competitive internationally.

Transition to electric vehicles is imperative for India, both from an energy security and sustainability standpoint. With the current pandemic crisis, there is an opportunity to support India by using the recovery to quickly transition its energy and mobility. This would mean more electric vehicles, a transition from coal, promoting sustainability, resilient agriculture and providing employment - especially for the increasing