EDECEMBER 2021 DECEMBER 2021 DECEMBER 2021

Avneet Singh Marwah

Tanya Singh INFLUENTIAL LEADERS & INNOVATORS

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Influential Leaders & Innovators

n the words of John Maxwell, "Leadership is not about titles, positions or flowcharts; it is about one life influencing another." The two underlying pillars of any successful and thriving venture today, leadership and innovation serve both as guiding lights and mandatory ingredients that separate great initiatives from good ones. The two are also considered by many as the best drivers pushing people to reach their zeniths, and to inspire action and energy in their everyday tasks.

When combined together, the innovative leader borrows some qualities from each individual aspect with the ultimate end goal of envisioning the path that leads to an idea becoming a reality. Leaders and innovators help shape thoughts into action and action into results, with the sheer power of their belief, enthusiasm and courage. No wonder, these leaders and innovators possess a powerful imagination, excellent communication skills and unmatched humility to be able to work handin-hand with all stakeholders for bringing dreams and ideas to life.

In this issue, we bring to you an inspiring coterie of such altruistic models who have fostered and continue to nurture a relentless, stirring legacy of idea innovation and thought leadership, offering people and businesses around the world the much-needed stimulus for growth, ambition and performance.

While each of these leaders comes from their own unique industry, domain and sector of expertise, the common thread tying them all is their ability to instil in other minds a deep sense of purpose through their value-driven leadership. These leaders and innovators of today and tomorrow have shown deep commitment to positive transformation, which shines through their personality in the form of warmth, conviction and confidence. With a strong sense of self powering both their individuality and their environment, the views and ways of these leaders and innovators is certainly something to get inspired by.





Nature Nurture and Vision

Synergising Imagination, Thought and Action, Bhupendra Khanal has established two successful international FMCG brands

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always start with unmatched conviction. The will to transform a simple idea into an established venture takes more than effort and time for fruition. It involves a healthy synergy of imagination, thought and action. With one such instance of grit and dedication, Bhupendra Khanal has etched a memorable journey of inspiration, leadership and value for others to emulate.

Bhupendra Khanal is the Founder and Chief Executive Officer of Khanal Foods Pvt Ltd, a company that itself branches out into two international food brands of repute – Dogsee and Himalayan Natives. Pillared on the vision of a healthy ecosystem for everyone to live by, Khanal Foods has managed to make a mark for itself through a quality lineup of products trusted by users all over the world. The brands, however, get their drive and zest for delivery through their visionary founder and leader, Bhupendra Khanal.

A Promise Made and Delivered

With an entrepreneurial history to his credit, Bhupendra Khanal is also at the helm of Simplify360, an analytics company that integrates all of a brand's digital marketing activities onto one easy-to-use platform. The idea behind the venture was to help steer technological tools and advancements for meeting the need of the hour – digitisation and competitive growth.

With Khanal Foods, however, Bhupendra had something else in mind. Rooted firmly in his belief that sound nutrition and quality products alone can help establish a healthy ecosystem for all, he went on to diversify two brands in the FMCG industry in 2015 – Himalayan Natives for natural and organic food to different age groups worldwide, and Dogsee as a natural dog treats company.

Little did Bhupendra know that this vision of 'Health for All' would be able to breathe new life into the millions affected due to the unexpected COVID-19 pandemic that hit the world last year. Himalayan Natives, for instance, was started with a focus on listening to what customers needed and ensuring that they get the best quality products with special emphasis on safety and hygiene. With the onset of the global pandemic and the shift in focus towards these very attributes in terms of health and nutrition, Bhupendra's Himalayan Natives was able to serve the masses with its dedication and promise.

Learning from Constraints

The company's growth, however, was not all fuelled by the pandemic as it seems. In fact, those were one of the most trying times Bhupendra had to face as an entrepreneur and a leader. With several constraints that the pandemic brought on the supply chain and logistics industry, apart from the agricultural and food processing sectors in particular and commerce in general, Khanal Foods was also in for several bottlenecks.

The company and its visionary leader, however, showed exceptional perseverance even in the face of this duress, and a determination to meet the needs of the masses timely and safely. This helped Khanal Foods ensure the delivery of their safely produced food products and establish their brand as a mark of safety, even when several other businesses were going under.

"In any situation, you either have results or reasons. People with results grow," Bhupendra Khanal shares. Today, customers have come to believe strongly in the promise, potential and quality of Khanal Foods and their reliable products, which continue to diversify under the able leadership of Bhupendra.

Talking about the basis of his products, Bhupendra goes on to say, "India is the home of Yoga, Ayurveda and the Himalayas, the one destination for a spiritual connection and cleansing that people resort to. Healthy, natural food is another route to this spirituality, but India is not yet known for the same. As Indian companies professing the quality, safety and health benefits of natural Indian food, it is this side of our culture, its purity and vast diversity that we should attempt to focus on." o focus on."

En Route Global Expansion

Sixth Sense Ventures forays into Pets industry, invests USD 7M in Dog see Chew

Bangalore-based pet food brand, Dogsee Chew raises USD 7M in Series A fundraising initiative with Sixth Sense Ventures. Founded by husband-wife duo Bhupendra Khanal & Sneh Sharma, Dogsee Chew produces 100% Vegetarian hard cheese dog chews. Quite famous in the dog parent community, these treats are exclusively handcrafted in the Himalayas and are allnatural, protein rich and long lasting. Dogsee Chew's motto is "Feed Healthy, Feed Natural", and they are working towards a mission to put an end to low-quality and harmful ingredients in pet food.

Currently the 5th largest pet food exporter in India, Dogsee Chew has 10+ SKUs and a sales volume of over 100 tons per month. The company prides itself on the fact that it is the first Indian-made pet product that got entry in Japan and China. The brand is currently present in 5,000+ retail stores across 30 countries and is present in 3 of the World's Top 20 retail chains. They also provide employment to over 10,000 farmers, the majority of whom are from very remote hills with limited to no employment options.

Nikhil Vora, CEO at Sixth Sense Ventures states "Globally Pet foods is much larger than most FMCG categories like Oral care and Baby foods. Indian pet food market is heavily underpenetrated vs global markets, with a potential to be 10x of its current size. DOGSEE has picked a clear white space with its natural (veg) chews and pet treats as a natural replacement for hide based chews. We like Dogsee's approach of establishing strong presence in the developed markets, while tapping into the India opportunity. Extremely excited to participate with Bhupen & Sneh in the changing behavior of the Pet Parent of Tomorrow!"

This investment will help Dogsee Chew to go deeper in the developed markets,

strengthen its footprint in India, and accelerate new product development and

Market is expected to be worth \$75 Billion by 2027 and Dog Treats Will Account for \$60



manufacturing treats for Dogs & Cats which constitute 95% of the global market.

Bhupendra Khanal & Sneh Sharma – founders Dogsee Chew add, "We are very happy about Sixth Sense Ventures coming onboard. We look forward to leveraging their expertise in the consumer space as we work to better the quality of life of pets globally. Pet Parents are looking for healthy food and treats for their furry kids, and we aspire to partner with them in their journey of love and compassion. This investment from Sixth Sense is a validation of our work and we expect super-charged growth over coming years. Our focus will continue to be on Process Automation and TechnologyBillion of the Market, growing at a CAGR of \sim 20% over the period 2020-2027 according to a Research and Markets report. The industry is leaning towards a natural and healthy way of living for pets and hence a boost in natural food and treats for pets.

Dogsee Chew is known for its manufacturing quality standards and is ISO 22000, HACCP and BSCI certified. The company has a distribution network across Bengaluru, NCR, Chennai, Hyderabad, Pune, Mumbai and Kolkata. It has manufacturing and R&D setups in Bengaluru, and a strong team of 100 people spread in India, Japan and UK. Dogsee Chew is a natural pet treat brand from Khanal Foods which also



driven marketing to listen, engage and convert users to power our customer-centric model."

Covid19 Pandemic brought along with it a need for companionship and that has boosted pet adoption and the pet humanization trend. The World Pet Treats houses Himalayan Natives - a health food brand. Himalayan Natives products include A2 and Organic Ghee, Raw Honey, Pink Salt, Pulses, Dry Fruits and Health Seeds. These products are available in India and USA currently. Dogsee Chew is the winner of the Superbrands SuperStartup award in 2017.

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Making Technology Affordable and Accessible to All

Super Plastronics private limited CEO Avneet Singh Marwah is changing the way Indian consumers are using tech products in their households



oday, technology is shaping the way users interact with content, especially when it comes to online content that has already

become such a life force across segments of entertainment, learning, and awareness. However, one persistent challenge that needs to be addressed is the lack of accessibility to quality technological products, partly due to their high costs.

Transforming this scenario for the better by making exclusive Android tv available at affordable ranges for a wide variety of customer groups is Avneet Singh Marwah, with his one-of-a-kind brand Super Plastronics Pvt Ltd. The 30-year-old company is at the helm of top tech manufacturing in the country, with four major global brands – Thomson, Kodak, Blaupunkt, Westinghouse and White -Westinghouse (Trademark of Electrolux) up its sleeve. At present SPPL have a market share of 6% in TV industry and they are top 2 online selling brand in India.

A Class Apart: Powering Technology through Innovation

Currently selling more than 18,000 pin codes in India, Super Plastronics Pvt Ltd is perched on the top two online selling brands in the country, with eCommerce giant Flipkart as a major strategic partner. The vast service network of the company is equally awe-inspiring, with more than 550 company-owned service centres, 20-odd warehouses and two more emerging manufacturing units to support the sprawling unit in Noida, Uttar Pradesh. Company is investing more than 500cr in next 4 years, opening four new plants where they will manufacture Android tv's and wide range of appliance.

Company is investing huge in R&D technology, exploring more on AI for IOT. Next year there will be 8 Indian language's integrated

on android TVs through Google assistance, as voice will be the new UI of the tv. Apart from products they are also implementing AI technology on their manufacturing assembly lines, to achieve highest rate of quality product.

All the android tv's and appliances are manufactured under make in India initiative, presently we have vast range of tv portfolio starting from 24 inches to 75 inches. In washing machines we have more than 25 models catering all segment from 6.0kg semiautomatic to fully automatic top and front load 10.5 kg.

On being asked about his vision when it comes to boosting development and access to technology through innovation, Marwah says that bridging the digital divide had always been the plan. "With 1000+ dedicated employees working round the clock to provide the best-inclass service to the customer, our focus at SPPL has always been to offer high-quality products in the field of electronic manufacturing services," shares Marwah. "It is by maximizing efficiency, relying on honest pricing, and encouraging technological innovation that we make our products more advanced and yet affordable.

" Back in 2019, the company officially became the only Indian licensee brand in India to have partnered with Google to promote Make in India, thus acting as an example for others to take inspiration from. In the past few years, Super Plastronics Pvt Ltd. has been assisting in the penetration of smart technologies into Indian households, they have sold more than 1 million units of smart Tvs.

SPPL wants to make a mark globally, they are starting exports of android tv from 2022.

Resilience Like Never Before: Surviving the Waves

The COVID-19 pandemic proved to be a major obstacle to the growth of many a business in



the country, but for SPPL, the circumstances made them more resilient than ever before, says Marwah. "In terms of growth, there was around a 30% boost to our sales, considering that the world now had to rely on more screens, televisions, and smart devices, with study, work, and entertainment having gone completely online. Things changes after the second wave hit, however."

With the recovery of the economy and the restart of sales, SPPL managed to hit a record 80% year-on-year growth on popular platforms such as Flipkart's Big Billion Days and Amazon's The Great Indian Festival.

"India is one of the fastest-growing markets in the world when it comes to top tech, with several trends already doing the rounds, and many yet to emerge and take the market by storm. My company has always been focused on providing pre-eminent, competitively priced products to cater to the evolving needs of the customer, making their homes happier and lives easier, and will continue to do so despite any challenges that come our way."



Sayantan Biswas Co-Founder | ASL Amit Singh Co-Founder | ASL

FROM COUNSELLING TO LOANS TO ACCOMMODATION ASSESSMENT OF THE SECOND OF



he entire value-chain and nitty-gritty for pursuing higher studies abroad are taken care of right here.

Today, 5.5 million aspirants pursue further studies abroad. The number is likely to reach 7 million by 2030. At the outset, international students long for only one thing - a smooth sail through study abroad experiences.

ASL assists students with Integral needs

While counsellors, financial institutions, scholarship and accommodation portals help with international education, they usually operate independently - ASL brings them under a single roof. An end-toend and tech-enabled platform, ASL guides students through the entire process, from pre-departure to postlanding. ASL also takes care of ancillary services such as visas, concierge and guarantors.

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About the Founders

ASL was founded in 2019 by Amit Singh and Sayantan Biswas. With starkly deviant backgrounds, both came in unison to kickstart this entrepreneurial venture.

Amit Singh is a qualified CFA and an MBA. Having worked at several financial institutions prior, he honed considerable prowess to start Adventum Offshore, an investment and wealth management firm.

Sayantan Biswas, an entrepreneur, commenced his career in the home rental sector with Fella Technology Solutions Pvt Limited. Fate has it that he was selected to be a part of The Thiel Fellowship in the United States. There, he worked with seasoned entrepreneurs such as Blake Master and Peter Thiel. This opportunity paved the road for him to pursue a career shift in the student accommodation market. That is what motivated him to co-found ASL.

The numbers talk

ASL has sold over 3 million nights this year by partnering with leading student housing companies and lenders. ASL has an inventory of 5,00,000+ beds spread over 1,500+ properties in 10+ nations, including the UK, Australia and Canada. The venture has proved itself to be a prolific growth maker by successfully disbursing over 200 crores in loans within the first eight months since its launch

How can students benefit from ASL? UniScholarz

Students get access to insightful counselling services from industry experts using UniScholarz. The scholarships offered are extensive, wherein students get to access 1500+ scholarships from 40+ countries. Another unique aspect is that these scholarships are varied by their sponsorship as well. They are offered by MNCs, universities, governments, trusts and other agencies.

UniCreds

UniCreds is a facilitator for students seeking education loans. No longer do students have to go to multiple banks to get the best loan quotations. Students can search for the best education loan terms right from their homely confines. With UniCreds, students need not worry about forex either. Lastly, UniCreds deals in paperless loan approvals, thereby saving even more time and effort

UniAcco

What makes UniAcco stand out from the crowd is that students using the Compare feature can filter out the desired accommodation using 80+ parameters, including amenities, room types, locality, distance from university and benefits, among others. Using the app, students also get a virtual tour of their accommodation. They get to choose among 500000+ beds.

The verticals UniScholarz

ASL's latest addition in the arsenal of services, UniScholarz, provides academic counselling to students. The primary purpose of UniScholarz is to guide the students towards pursuing courses most relevant to their interests, background and prospects. Apart from high-quality counselling from global mentors and best-in-class service, UniScholarz provides scholarships to students pursuing abroad studies.

UniCreds

ASL also offers student education loans through UniCreds. In doing so, ASL has forged strategic partnerships with HDFC Credila, ICICI Bank, Avanse Financial Services and Bank of Baroda. UniCreds is currently the second-largest education loan portal in India.

UniAcco

ASL started as a cross-border accommodation platform with UniAcco. It provides premium student accommodations located close to top universities.

How can society benefit from ASL?

ASL assists students with eleven selfsponsored scholarship programmes. They also provide student-specific scholarships in certain categories.

On the leaderboard

Having entered its third year, ASL holds the best industry rating of 4.9 on Trustpilot. ASL has to its name the prestigious Best Cross-Border Student Housing Provider 2020 award, presented at the fourth annual Greater London Enterprise Awards hosted by SME News.

One for the Community

DeepSource Founder Jai Pradeesh has steered his company to solve the many complexities developers face today



hen it comes to providing a service for others to use, trust and reliance are two of the biggest quotients. Until users have developed a deep trust in your products or

services, one cannot hope to outshine their customers or retain any loyalty in the serving field. These are the beliefs of one of India's most successful young entrepreneurs, Jai Pradeesh. Founder of DeepSource, Pradeesh is one of the few who believe that entrepreneurship is a wholesome and continuous experience in itself, with no end. His highly successful enterprise static analysis platform – DeepSource – has come to be trusted by thousands of organizations in its field due to the same onward thought process.

It's All About the Challenge

DeepSource is widely considered as the breeding ground for the most ground-breaking innovations the industry has seen in the past few years. Founded as recently as 2018 along with his co-founder Sanket Saurav, the company sought to address one of the biggest challenges that most engineering teams around the country were facing – static code analysis – through a range of revolutionary products for the domain, such as Autofix, Transformers, and an enterprise-ready solution that companies can execute on their private cloud.

But what is the motivation behind it all? "The inherent complexity that developers have to deal with on a daily basis because that's what is expected of them," answers Pradeesh. Over the past few years, Jai Pradeesh and his team have worked closely with developers, understanding their limitations and expectations. "Developers are the core of every technological advancement today," Pradeesh shares, "and yet, it is their platforms and products they use that are the most complicated; they needn't be."

Addressing this universal challenge, Pradeesh oriented DeepSource towards ensuring that the user interface and interactions they create for developers are fast and easy to use. Today, his venture has come a long way, supporting all majorly used programming languages of the day. The last few months have seen the venture hire multiple experts with open-source contributions across the spectrum, to build a comprehensive knowledge and services platform.

Charting the Future Ahead

However, it is the quality of output that has propelled DeepSource as one of the leading solutions for enterprise static analysis today. DeepSource's Language Engineering team works primarily on the code analyzers while remaining in constant touch with the target user base as well as the wider community. Direct insights from this invaluable pool help DeepSource make constant improvements in service delivery, speed and accuracy.

For the first half of the upcoming decade, Pradeesh envisions the status of the de-facto static analysis platform on the internet for his company. While this might have seemed nearly impossible a few years back, the dream is on its way to a realization today with the widespread appreciation, adoption and embrace DeepSource has received in recent times. At the helm of it all is the singular drive Pradeesh has for serving the developers' community and answering the most persistent challenges they seem enshrouded in.

"I strongly believe that companies that care about their engineering productivity must also start actively looking for ways to automate the grunt work in their workflow," Pradeesh highlights. "This is what DeepSource helps them obtain, granting companies a much-needed leeway in terms of focussing on outcomes and not the process, which we automate for them. By strengthening their developers and addressing their pain points, we are helping the best brains concentrate on what they are really needed for, while we take care of the rest."

Transforming Possibilities into Performance

Greenlight Planet's General Manager for Asia and Latin America, Sahil Khanna is passionate about providing the underserved population with the opportunities they need to thrive.

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Asia and Latin America happen to be two of the three worst-affected continents when it comes to this long-existing challenge, and strengthening lives right from the grassroots level here is no easy accomplishment. General Manager for Asia and Latin America at Greenlight Planet, Sahil Khanna has been turning this feeble possibility into commendable performance for quite some time now.

Affordability and Quality for Higher Living Standards

"Unlike many companies working solely with the motive of earning profits, we strive to make our services affordable and accessible, without compromising on high quality. Our focus has always been the consumer, especially those that belong to unserved and underserved communities," shares Khanna, as he throws light upon the efforts that Greenlight Planet puts into the design, production and financing of their products.

One of Sahil's prime roles at Greenlight is to build socially relevant, value-driven, longterm partnerships with rural distribution channels, including financial institutions, social enterprises, international importers, NGOs and disaster relief organizations, to name a few. Having worked in several regions across India, Myanmar, Pakistan, Papua New Guinea and the Philippines, it is under



Khanna's able leadership that the company has grown into a profitable multi-milliondollar business and assumed 40% of the Asian market share.

Khanna has also helped Greenlight steer through the fogs of demonetization, GST reforms and the most recent COVID-19 pandemic through his strategic thinking. Under his leadership, Greenlight got recognized as the "Most Promising Brand" in 2018 and "Champions of Rural Markets" in 2019 by Economic Times.

Championing Rural Markets

"When it comes to India, rampant electrification, especially in rural areas, has provided the much-needed stimulus and opportunity for Greenlight Planet to expand its current off-grid solar category to consumer electronics as a natural extension with products like the Sun King LED Inverter Bulb", shares Khanna, talking about the future expansion of Greenlight in the subcontinent. "We envision to be one of India's largest distribution companies by the year 2025, which will happen only if we can establish a solid presence in rural pockets."

Khanna has thus been steering the wheel for Greenlight to reach out to hitherto untapped and hard-to-reach areas. Through such an initiative, Khanna is not just expanding Greenlight's retail distribution beyond the existing network of over 22,000 retailers, but also seeking cross-selling partnership opportunities to serve rural communities with varied options for affordable energy. This is also helping the company enter fresh markets in the semiurban and urban areas, boosting further growth and expansion for the near future.

When asked about the need to reform and re-energize in the wake of the pandemic, Khanna shares that his team is as ready as ever. The pandemic, in fact, has opened their eyes to the greater needs of the people beyond the established services of Greenlight over the past ten years.

Going forward, we aim to build strong and sustained partnerships with distribution organisations that have a strong presence in untapped areas, as well as leverage cross-selling opportunities in our retail and pay-asyou-go channels with other product companies to provide Indian households with affordable and highquality products, coupled with financing options that may suit their needs."



SHAPING THE INDIAN GAMING INDUSTRY FOUNDERS OF EBULLIENT GAMING INDIA, ANIRUDH NAGPAL AND AMAN GARG ARE LEVELLING UP THE GAMING UNIVERSE WITH THEIR BRAND.

teering India's biggest Gaming Manage-ment company is no cakewalk but Ebullient co-founders Aman Garg and Anirudh Nagpal certainly make the journey look smooth. Having cultivated a highly engaged viewer base over the six years of their online presence, EGI has built a cumulative viewership of 260 million+ views month on month through their network of gamers on YouTube. When asked what is behind this mammoth success, the co-founders have a common answer – unwavering faith and commitment towards their passion.

Kingmakers of the Indian Gaming Industry

This heightened interest in the world of Indian gaming fuelled by the duo of founders, Nagpal and Garg, who have shaped the gaming growth of almost all the top gamers in the country, including Kronten Gaming, Carryminati, Dynamo Gaming, Two side Gamers and among the 127 creators managed by them. Ebullient also Created & Produced "Hustle Bustle", the most watched Gaming Documentary in the country, surpassing the 1.2 crore mark of views on YouTube Platform

With the pandemic having exerted immense mental fatigue across homes and

towns in the country due to stringent restrictions on social gatherings and travel, people were forced to stay cooped up indoors with little access to recreational activities. This became a harsh reality especially for those who had no choice but to live alone. Offering a warm respite in this scenario from social seclusion, the gaming industry reached new heights of popularity and adoption over the last year and a half.

The duo has had rich experience of working in the digital domain, having taken on business and creative operations for one of India's biggest YouTubers since 2016 - It is this, and other exposures combined, that helped Nagpal and Garg form a solid foundation in the digital entertainment space. By introducing digitisation and accessibility to the world of gaming through EGI, the duo has transformed the industry once and for all.

A Bumpy Ride

Down the many years of hard work and effort the duo has put into Ebullient Gaming, what can be surmised is that consistency and dedication are the two pillars of success. Through exceptional skill and eye for talent development, Nagpal and Garg's Ebullient Gaming has made successful international collaborations as well, such as one with Platinum record holder - Alan Walker . EGI's revenue for creators reached over \$1.5 million USD only in the last year, witnessing a jump of more than 130% compared to the previous financial year.

The road was never easy, shares Nagpal and Garg . "When we started out," Nagpal remarks, "we were trying to bring something unfamiliar to the audience. Challenges and setbacks were inevitable for us because people just found it hard to believe that the gaming industry was at all a tangible one. Least of all, there were not many people who believed in us."

"To curb these prejudices," Garg shares, "we had to constantly prove ourselves every step of the way. Digital was not this big back then, so our idea did not seem workable to many. Add to that the long hours we had to put in to build EGI. What paid off was commitment, patience, and passion. Today, Ebullient works with all leading brands to enable them capitalise on the distribution network created around gamers in the country. Ebullient also organized various Mega eSports Tournaments for multiple gaming title like Battlegrounds Mobile India, Free Fire, Call of Duty in search of new gaming players and to support them in their journey of becoming future stars of the industry, making them one of the main players behind gaming livestream boom in the country.

The Sense of Belonging

If there's one thing Ebullient has managed to achieve for the emerging gaming industry in India, it has to be lending it a sense of community and mainstream growth, shares Nagpal. Gamers and acceptance of the industry have grown, the community is still on the rise, and the emergence of new games after bans on some of the most popular games in recent times have helped stretch the ecosystem into a bigger metaverse than ever before. People are seriously viewing gaming as a career choice, as the awareness about gaming and eSports is on the rise. After all, the segment is not just for creators and players, but for several other professionals in the gaming economy like editors, Game developers, analysts, and so many more.

Ebullient Gaming India (EGI) is fostering this feeling of belonging by introducing innovation and never-seen-before opportunities to the gaming domain. The brand is also enthusing various aspects of pop culture into the field, for instance musical collaborations with Alan Walker and several Bollywood celebrities.

A Long Road Ahead

Anirudh and Aman have been nurturing nationwide talent pools, including individual gamers, and gaming ventures, to breathe new life into the gaming industry. "We believe there is a lot of hidden potential to explore, especially when it comes to stretching and expanding our niche and collaborating with Global creators," remarks Aman Garg, when asked about Ebullient's philosophy. "We want to strengthen the gaming industry and make it mainstream by building a strong network of reputed and upcoming brands, so that the entire ecosystem can flourish as a whole."

"Our team's commitment to bring in a unique flavour even to the traditional gaming niche is what sets us apart," Nagpal remarks. The ultimate idea is to hop on the road not taken and tell the world how scenic and fulfilling it is, lest they should ignore it completely to be able to stick to the mainstream. This is precisely the problem with the gaming industry in India as of now, according to Nagpal and Garg.

"Majority of the jobs that will exist in 2030 haven't been invented yet," Garg said. "While avenues such as gaming and video streaming still are unconventional, there is huge potential for monetary gains and financial sustainability on the horizon."

The duo firmly believes that influencing the mindsets of people regarding the online gaming industry will cause a difference. The industry is certainly in for far more acceptance even when viewed as a career choice. All it needs is greater diversification in terms of game titles and popularity, and path-breaking innovation to give something new to the audiences.

Empowering the Society with Awareness

Target Accounts CEO and Director Sanjay Jaswani has taken up the role of a mentor when it comes to financial literacy for the society

Iso known as Thursday King, Target Accounts CEO & Director Sanjay Jaswani has proved his exemplary leadership and belief in giving back to the society through his initiatives and programs. A unique visionary and humble teacher, Sanjay believes that half knowledge is as dangerous as no knowledge when it comes to the world of finances, and this is precisely the area he has been catering to.

Disseminating Knowledge and Belief

The rural and urban middle class, women, and the youth, do not always have sufficient knowledge about finances and financial markets. Even those sections of society that may do might fall prey to fads and rumours, leading to misinformed judgements. An adequate and accurate understanding of the subject can come only when discussed with an expert, but not everyone has the time or resources to engage with an expert one-onone.

Sanjay Jaswani, a Chartered Accountant by profession, grasped this major gap between individuals and their knowledge about managing their own finances. This prompted him to launch a targeted Financial Literacy Awareness Program (FLAP), focussing on the dissemination of knowledge about financial markets. So far, Sanjay has successfully taught more than 1 lakh people completely free or at a minimal fee under FLAP and engaged with 7000+ students personally at on advanced stock market analysis and capital markets.

Target Accounts, Sanjay's dream project, is based out of Jaipur in Rajasthan. The educational institute runs under the visionary guidance of Sanjay, with assistance from a talented and dedicated team of professionals, spanning chartered accountants, company secretaries and economists from all over the country. Today, Target Accounts has established itself as one of the leading financial literacy educational institutes pan India.



Sanjay Jaswani CEO & Director | Target Accounts

The Vision behind the Venture

At the core of Sanjay's financial literacy initiatives and his educational institute is the idea of imparting knowledge about finance and finance management to more and more people in the country. "So many of the people I meet are apprehensive about the stock market, or for that matter, any form of investments," Sanjay shares, talking about Target's impact on the society. "We help them see how easy and fruitful it is to invest in these markets via index funds, earn hefty returns compared to savings bank accounts and fixed deposits, once they have developed a healthy understanding of the fundamentals and technicalities of the market."

Sanjay has also authored a bestseller book titled "How to Avoid Loss and Make Money while Sleeping in Stock Market", for which the CA has received several accolades from renowned institutions like Rajasthan Patrika, Air India, and so on. "I had to face much loss when I stepped into the stock market on my own, the chief reason being a lack of understanding and knowledge. Had I not had a mentor back then, I might have succumbed." This is why Sanjay's Target Accounts pays special attention to educate various sections of the society, especially the youth who feel passionate and open about new learnings and avenues.

Talking about the road ahead, Sanjay says there's a lot on the cards both professionally and personally.



I have realized that stepping out of the comfort zone while learning or experiencing something new in return is actually worthwhile. The quote – if you can't do great things, do small things in a great way – has always influenced my decisions and actions since a young age, and I hope I can continue to imbibe it in my responsibilities ahead when it comes to Target Accounts.

Entrepreneur First bets big on third wave of entrepreneurship in India

Esha Tiwary, Partner and Head, India, Entrepreneur First, expects the "Bharat" wave to continue, powered by untapped potential in tier 2 and tier 3 markets

Entrepreneur First (EF), a global talent investor, has reasons to be bullish about "the third wave of entrepreneurship in India". Since it started operations in the country in 2019, the talent investor – that has built over 300 companies across six global markets in the last decade – has invested in 34 Indian startups so far.

"The ecosystem is a heady mix of capital inflow, supportive government policies, ambitious talent and massive market opportunities. There was never a better time for smart, ambitious people to start companies in India and maximize the value they can create!" says Esha Tiwary, Partner and Head, India, EF.

As someone who enjoys "the 0-to-1 journey" and building businesses from scratch, Tiwary believes that the pandemic has presented new opportunities for startups to be the first mover to solve consumer problems. Whether it's virtual interactions and remote operations or the digital content space, solutions that cater to evolving consumer behaviours and preferences, particularly AI-based smart solutions, are likely to see an inflow of investment.

"The percentage of our startups receiving follow-on funding is very high; much higher than industry averages in many cases. We are seeing deals happening faster than ever before," avers Tiwary. "There is still a lot of untapped potential in tier 2 and tier 3 Indian markets, and I expect the "Bharat" wave to continue," she says.

EF has pioneered a powerful platform for finding and funding the world's most talented individuals – pre-company, preteam, and often even pre-idea. It invests time and money in talented people before



Team Entrepreneur First

they have a company; helps them find cofounders to build impactful companies; and invests in the companies they build. The value proposition for entrepreneurs is simple: join as an individual; leave as a funded startup.

Since January 2019, EF has run six cohorts in India, supporting more than 300 aspiring entrepreneurs. There are many heartening stories of founders who met at EF's bi-annual cohorts and went on to build successful startups. Immunito AI (life sciences startup that leverages AI to revolutionize antibody discovery and therapeutics), NeuroPixel.AI (deep-tech startup that not only simplifies apparel cataloguing, but also makes it costeffective) and Fello (fintech startup that leverages its proprietary games to turn Gen-Z gamers into financial investors), are some of the shining examples of EF's impact.

Stakeholders across the global VC community today are also seeing the impact of investing in new talent. "The model gives investors access to the most globally important companies of the future at the earliest possible stage. They get the opportunity to buy equity early and partner with a founder for the long run. This entails increasing returns as the company rapidly progresses and scales, making it a valuable proposition for our investor partners," explains Tiwary, a seasoned professional with valuable experience in the operating and investment sides of the Indian startup ecosystem.

Early-stage investors partnering with EF and collaborations with top-tier universities like IIT Kanpur are indicative of the tectonic shifts in the system. EF is also working with academic entrepreneurs, empowering researchers to magnify their impact with innovations that offer practical solutions to compelling real-world problems. "Academic entrepreneurs are a slow but growing breed that is upending the startup ecosystem," maintains Tiwary.

While EF's focus is on building startups that solve compelling real-world problems with innovative and cutting-edge technology, the company's portfolio is not limited to a particular technology or industry. From fintech, healthcare, logistics, shipping and retail to edtech, real estate, video streaming, agritech, crypto and insurance, the company has invested in and helped build startups across diverse industries.

"At EF, we believe that it matters what the world's most impactful individuals choose to do with their lives, and our job is to ensure that we invest in these individuals, before helping them come up with and amplify their best ideas to build ambitious tech companies," says Tiwary.

In terms of future plans, EF will continue to bet on exceptional founders in India. "We will not limit the amount of funding we can do in a year – it will purely be driven by the number of promising startups being built by the founders in our cohorts," she concludes.

Moulshree Dubey:

Redesigning structural elements of Education in the country".



Practice practice and practice, make the world your Playground.



oulshree Dubey brings solid credentials to the table. A PhD in structural engineering from NIT Raipur, a Gold medalist from M.S. Ramaiah Institute of Technology, Bangalore, and an Executive Education from IIM Ahmedabad - she is set for great heights. Currently, she stands as an experienced CEO with a 5-year working history in the education sector.

Therefore, it is no surprise that she intends to transform the Indian education system by implementing the ideology of Learning by Practice. In this stead, she has curated the 'stimulus-response system, which is compatible between academia and the grass-root level.

Values and Morals: The Supporting Pillars

The overarching objective is to benefit students and the community at large. the institution has regular guest lectures of professors from notable educational precincts, including NIT, Raipur. Even the board members come from these esteemed precincts. The institute works to improve governance and uplift its most important stakeholder-the students.

Her Projects

A carbon-neutral environment is a reality that Moulshree aspires to build for future generations. So far, the success rate is significant as her innovative and ecofriendly projects have helped reduce carbon footprint by up to forty per cent. Not only that, these several standout projects have helped in upgrading 26 villages across Chhattisgarh and other districts pan-India. These initiatives have helped to forge an interest in the students towards the STEM disciplines. Some students in the program have come up with the innovation 'Enzitation Technology'. It resolves the issues of water and sanitation by not relying on the power supply. The initiative marked an impact through far-reaching acceptance across India and abroad.

Currently, she is putting her work into creating a unique line of organics using sustainable and carbon-neutral means. The same is pursued under the project name "VISHVAM". Also working with the Tourism Board. The project aims to build sustainable homestays for community-based tourism.

The Thorns in the Knowledge Park

Of course, getting to the skyline of success cannot happen without challenges. About 95 per cent of the students belonged to the Hindi medium schooling system in the Chhattisgarh state. Yet another challenge was the high number of people that came under the poverty line. They had no access to even the basics of amenities, let alone the Internet.

To solve this, the institution was imparting education either free of cost or charged trivial amounts. The institute curates and structures the curriculum, making it self-sustainable. Another challenge was providing education and training in remote areas. Thus, the initiative also aims to promote science and technology in these sectors.

Achievements

A member of the Forbes Women Forum, she has been honoured with 'EdTech CEO of the



Moulshree Dubey CEO | PIETECH

year 2020' by the Business World. What's more, she has featured among the gogetters within the categories - Business World Education 40 under 40 and ASMA India 40 under 40. Another remarkable achievement is her nominee for the Asia One "United Nations Young Women Empowerment Leadership" award. It celebrates her excellence in the areas of engineering and leadership.

The Envisioned Tomorrow

The curriculum post-pandemic shall incorporate an aesthetic framework, along with the technical structure of engineering. What's more, these two should seamlessly integrate with mechatronics for futuristic modules of engineering. This triumvirate shall then carve skilled, knowledgeable and employable graduates. Moulshree is already steering the rudder towards research-based learning at the undergraduate level.



Tanya Singh Founder & CEO | StoreSpace

anya Singh is an Engineering graduate from the College of Engineering, Guindy – Anna University and carries with her experiences from several global organizations and was last associated with Barclays Investment Bank. However what makes her story extraordinary, is her passion towards organizing the highly fragmented logistics and supply chain industries. This led her to the path of entrepreneurship which had begun six years ago after realising that she wanted to actively participate in the growth story of India.

Tanya was aware that logistics was one of the most fragmented industries and therefore, she had spent 6 months analysing the supplychains of 100 multinationals. During her recce, she figured that under utilized assets had led to deep cost and operational inefficiencies in the supply-chains.

She then concluded that the need of the hour was customer-centric models that adopt a collaborative supply chain management approach, were missing in the country. It was Tanya's mission to bring about a paradigm shift in supply chain management.

The beginning

StoreSpace had assisted one of the largest global food and beverage magnates, in streamlining their logistics and supplychain during their peak-season. And today, six years later, it remains as one of its first.

So, the story goes! About 80-85 percent of the revenue comes during the summers. As demand for beverages surges, so does its production. However, due to poor demand

Tanya Singh- Driving innovation in the age-old and traditional supply chain and logistics industries!

forecasting and rigid solutions, it was difficult to match the uptick in the demand potentially leading to revenue loss across the channels. StoreSpace had the will, and so there was the way! A flexible and need-based "plug-and-play" supply chain solution was put to play. With this, the fixed sunk costs were variabilized, and demand variabilities were handled effectively.

StoreSpace today

While it is Tanya's vision, it was her team that had helped her execute it. Standing right beside her is Mr. Aditya Rajak, the Chief Business Officer. Aditya is also an engineer from NIT Durgapur. The other senior members are from DTDC, Rivigo, Delhivery, OYO, Naukri.com, Nestle etc.

Today, StoreSpace is a capital-efficient, cash-flow and PAT positive enterprise. The team has transformed the supply chains of some of the biggest names – top three in any industry by market capitalisation are their customers today.

What makes them different?

The customer pain points lie in the rigidity and pen-paper workings of the traditional design, which had several leakages. With digitization and plug-and-play, StoreSpace brought supply chain management, on its technology platform and owns the user experience across the value chain for its clients.

The unique selling proposition is the fastest and flexible route to the market, even in the most uncertain and dynamic situations. The COVID-19 pandemic has shown that flexibility, agility, responsiveness, visibility, reliability and digitization are not just good to have but are now absolutely imperative. What sets them apart in the market is their ability to deploy end to end solutions in four days.

The Business Model

Their business model revolves around supply

chain solutions that are based on shared idle supply chain assets, flexibility, agility, responsiveness, collaboration, visibility and reliability. Technology, data and insights help understand the customer requirements better, reduce cost and efficiency leakages and design and offer cost-effective flexible solutions such as contract logistics and thirdparty logistics (sort centres, fulfilment centres, pick-up stations etc), and valueadded services such as bundling, cartonization, transportation (first-mile, last-mile, hyper-local) etc.

Winning Customers' Trust

StoreSpace has customers at its core. Gaining customer trust and solving the pain points most optimally is of utmost importance for them. This has translated to accolades for the organization and Tanya. Tanya, over the years has won several coveted awards latest being, the "Entrepreneur of the year – warehousing" award, conducted by Entrepreneur Media. She has also been awarded the title "Emerging Woman Leader in Logistics Award" by ILSC. Tanya's work was most recently also featured on Forbes India, Women Power issue.

What's more, StoreSpace has also received notable awards such as the "Covid 19 - Hero of the Year Warehousing Startup Award" and "Best Startup in Logistics Award". The former was by Nasscom etc. The latter was by the Institute of Logistics & Supply Chain (ILSC).

The Way Forward

Tanya's vision is to make StoreSpace India's and, soon, the world's largest flexible supply chain organization. For business expansion to be a success, StoreSpace will need more helping hands, technology and deeper customer insights. With that said, the employee count is expected to surge to about 400, with the projection bumping up to 650 per cent over the next two years.



Making a Difference for the Better

Nabhi Sutra Founder **Swati Vakharia** is changing lives with the goodness of age-old Ayurveda



Swati Vakharia | FOUNDER | Nabhi Sutra

he recent rage of the global pandemic has prompted all of us to change our lifestyles and habits by inculcating holistic natural methods, products and remedies that have been followed down several generations in the country. Ayurveda is appreciated even beyond Indian boundaries for its myriad ways of "magical healing", one of which is the pechoti or belly button therapy, and this is what Vakharia's Nabhi Sutra is based on.

The genesis of the Concept

Swati's brainchild Nabhi Sutra is a brand that deals exclusively in belly button oils for treating several common ailments like hair fall, acne, menstrual pain and cramps, indigestion, joint pain to name a few. A staunch believer in the power of Ayurveda, Swati developed an inclination for this specific practice when she was discovering precautionary health measures for her infant and herself.

This opened the doors for her to the age-old "nabhi chkitsa"- an Ayurvedic treatment practice which seemed very effective but somehow not very popular. After her refreshing and rewarding stint with Ayurveda during infancy and postpartum, Swati Vakharia conducted extensive research on "nabhi chikitsa" with the help of Dr Nikunj Mewada and formulated an impressive range of herbal essential oils that could treat almost all everyday health issues with simple application of a few drops on the navel. Vakharia's brainchild Nabhi Sutra was thus born.

Ayurvedic Magic in a Bottle

"Two and a half years old already, Nabhi Sutra is a brand I hold dear to my heart," shares Swati, as she reminisces its inception and journey. "People these days have learnt to value Ayurvedic products just like they were in the ancient era. Social media has played a significant role in spreading the word about the magical benefits of Nabhi Sutra and its Ayurvedic goodness, thanks to which we have made way into 1 lakh+ homes today."

Ayurveda is the birthplace of the

philosophy – prevention is better than cure. This has become even more relevant with the onset of epidemics and pandemics of every kind throughout the world. Nabhi Sutra relies on these very principles, and helps its users deal with that critical phase when they can avoid taking their condition to the next phase of medicinal dependency.

Charting a Promising Future

"In this information age, it can be difficult to differentiate between truth and falsehood. This could get even scarier if you have a little child or old parents to take care of. This is where Nabhi Sutra steps in and straightens things, for it is based entirely on the trust that our culture has always associated Ayurveda with," Vakharia shares. The primary objective, she goes on to say, is to encourage the imbibition of natural health treatments instead of harmful synthetics that the market is loaded with today.

With a simple 3-3-3 formula – applying 3 drops on the navel, massaging for 3 minutes and waiting for 3 weeks of consistent application to see results -Swati has completely transformed the way we approach everyday health issues. With 100% safe, chemical-free products that come with no artificial fragrances, Nabhi Sutra's natural high-quality cold-pressed oil made of herbs and Siddha oils can be called the perfect blend of ancient sciences and modern living.



"Looking ahead, there's a lot on the cards for us," Vakharia remarks. "We plan on launching a new brand called ADHYAY, which would take age-old rituals ahead by reinventing ancient recipes. The idea is to help your body recover its internal harmony through the magical healing of Ayurveda."

SIDDHARTH MARUPEDDI BUILDING AN AMBITIOUS **KIDTECH ECOSYSTEM**



iddharth Marupeddi, a serial Indian entrepreneur, with the goal to redefine the kid-tech industry, is building

LittleMaster.

With children having so many options of learning solutions, it is, at times, overwhelming for parents to choose the right learning solution that is safe, cost-effective, and reliable for their children. With this thought and to ensure holistic development of children everywhere, Siddharth developed LittleMaster, a mobile application that enables children aged 4-15 years to learn and develop their creative skills with comfort, at their own pace and from the comfort of their home. This recent innovative development has led to a significant shift in the learning experience of children across geographies.

MAKING THE WHOLE WORLD A CLASSROOM FOR KIDS AT THEIR FINGERTIPS

LittleMaster is a digitally enabled platform that provides a 360-degree learning experience that is focused on constant product innovation, to ensure delivery of a good product and learning experience, and in providing age-friendly & skill-specific content for learners.

Founded in 2020, this unique learning solution has been an extraordinary endeavour amidst the pandemic. LittleMaster, available

on android and iOS, unfolds a unique CROWN based learning program and offers 50+ specialized courses and 250+ skill development courses in a live and interactive format. Leveraging a unique and innovative operational structure, the platform enables LittleMaster tutors, gualified skill experts and child psychologists, to interact with learners seamlessly through various smart and creative activities that are digitally led and are multi-dimensional.

"Each learning batch consists of 6 students only. We limit these batches to 6 students, to ensure maximum knowledge retention and to ensure that each student gets the attention and assistance they need to discover and develop their hobby, talent, and their skill. Skills are the currency of the future, and LittleMaster has been designed to help discover and to nurture kids' skills. Creative skills play a vital role in making an individual future-ready, communicative and expressive. Through LittleMaster, we aim to empower children across the Globe. "says Siddharth Marupeddi.

Living up to its tagline of "What's your thing", LittleMaster offers children with live and guided programs and activities to ensure they achieve their goals safely, comfortably and confidently. A potent combination of knowledge and technology, designed to encourage children to discover their inner

talents, bring their artistic side to life, enhance their creative skills and learn to be tech-friendly!

CREATING AN ESSENTIAL LAYER IN THE **GROWTH GRAPH OF CURIOUS KIDS**

"It's been a year since we began our operations and in just 7 months we have successfully achieved 50.000 learning hours on LittleMaster. While we are thrilled to have achieved this milestone, this milestone is not only an achievement but a learning path for us as well. Leveraging our app's user insights, the constant innovation in the eLearning space, recent technology developments, and based on our one-on-one experience with the LittleMaster students, we have revamped our app and will announce the official launch soon in December 2021. We are excited as this launch will focus on highlighting the latest upgrades of the application, that have explicitly been worked upon, to ensure the student's growth and to meet the demands of parents for quality, age-friendly, reliable, and productive educational content. We also shine a light on why LittleMaster has become children's most favourite skill development solution and how we are striving towards ensuring quality online creative skill education.

While the focus is on delivering quality educational content is massive, we also communicate how we have incorporated a unique gamified learning structure that will aid in building positive curiosity amongst children and amplify their learning intake in the most exhilarating manner. Schools are already doing the required to better the holistic development of children, we are creating a layer of depth that is essential in their overall learning ecosystem. We are grateful to be powered by tutors who are passionate to teach the next-gen and look forward to hosting innovative learning sessions at scale, to address the skill development needs of children in India, and in global markets very soon", says Siddharth.



NIPUN GUPTA | FOUNDER & CEO | NUKLEUS GROUP

An opportunity for Startups and entrepreneurs to make their day more structured with **Nukleus** Co-working & Managed Offices



ukleus Group is heading towards the finishing-line to be recognized as a market leader over the past few

years. This is the brainchild of Nipun Gupta, Founder & Director, who also runs successful ventures in the field of infrastructure development, real estate, finance, insurance broking, technology, healthcare and education. Nipun is the recipient of youngest CEO award from Govt of UAE and he is also an expert in business mentoring, turnaround consulting, and social entrepreneurship. All his ventures are known for their quality and service focus leading the client delight and beyond. He is a strong believer in the value of "go-getter comes after go-giver" which is seen in his social entrepreneurship.

In the present times, the government is promoting entrepreneurship more than ever before, his vision of providing high-tech office with high class & affordable infrastructure for the young start-up enthusiast has led to the creation of the Nukleus group, the best coworking & well managed office spaces in NCR. Today, the company has expanded to Delhi & Gurgaon with it's flagship property being located in Noida Sector 142. He believes that it is of prime importance to ensure that his team believes the vision of the company and also the company should always be



customer-centric in providing its services and maintains high standards.

The co-working and the managed office spaces are the need of the hour for several industries in India. The NCR is a patchwork of various cities scattered over the metropolitan region. And this really helps the future entrepreneurs of the country to easily find such an affordable place to create their dream projects.

Nukleus will continue to strive for delivering the best and will expand its presence all across India, says determined Nipun Gupta.



A place for Creativity, Productivity, Innovation, Networking & Collaboration

Nadit is here to change the way MSME businesses run and hold their forts

Mr. Nadit Khatri is here to conquer digitization barriers! MSME business owners can now experience simple and easy coordination and collaboration with Pankh. Read along to know about his trials and tribulations below.





The norm, so far, has been that a mobile or web application helps cater to a single process. The solution under the offer is a one-stop that integrates all the procedures on a single application.

Nadit Khatri Founder & CEO | PANKH

qualified B.Tech in computer science from the VIT University, Vellore, Mr. Nadit Khatri accomplished his Masters in Global Logistics & Supply Chain Management from the S P Jain School of Global Management. He was also engaged and interacted with multiple industry experts while

engaged and interacted with multiple industry experts while completing two supply chain projects that are in the same domain as his startup Pankh across the Asia-Pacific, Middle East, and Australian belts that studied the contrast between how businesses ran traditionally to those with modern paradigms. But, things changed when he came back to India in 2019 from Singapore where he worked in the shipping industry.

At the time of his return, Nadit's father asked him to find a platform that helped him connect all the business tools/software i.e. Tally, Zoho CRM, etc. that he is currently utilizing all under one roof, so he has one place to view, monitor, and run his business from a single mobile or web application. Considering this, he got more and more engrossed in coming up with a viable solution. So, he began to help eminent CXOs launch their startup ventures. Working with Sangeet Paul Choudhary, one of the domain leaders who helped refine his knowledge and technical prowess in the platform business model domain. In tandem, he also helped conclude and establish his footsteps in entrepreneurship at the V@C acceleration program, a 4-month program with Viridian Accelerator Centre.

The beginning of his journey

Mr. Nadit traveled to each district of India on his motorcycle and swept along diverse cultures. He has interacted with over 100 business owners, from small-sized corporations to multinational bigwigs all across the globe. These interactions revealed that most MSME business owners use multiple tools and software for performing different business applications and processes. A considerable amount of time was getting wasted in the coordination (of the work done & who is making what decisions) and collaboration (of how the data is being sourced & communicated within the organization & its stakeholders).

The Current Position

Nadit and his team are currently working on the stages of development and launch of the platform. Pankh currently is part of the Sri Lankan Virtual 2021 program with The Founder Institute, the world's largest pre-seed startup accelerator (a Silicon-Valley based program).

The work goes to show that ideation itself took over 18 months to come to fruition. The primary challenge was understanding the processes, the customer journey, the pain points and their nitty-gritty. Next was having to approach the platform business model in breaking the chicken & egg problem of bringing together the supply side (the technological business tools ranging from accounting software to CRM to any SaaS applications) & the demand side drivers (the MSME businesses) onto the platform.

What the future has in store

The plan, going ahead, is to create launch the product that also inculcates microservices that address the pain points of the masses. These shall include sending payment collection reminders or having order booking along with dealership portals, for example. Also, the service renderings shall capture the vernacular nuances through the inculcation of multiple local languages.

Today even the roadside vendors are able to make digital payments using UPI, and it's in a similar manner that we wish to make business process management simpler, accessible, and affordable for the MSMEs. Customer-centricity, localization, real-time sync, visualization, coordination, and collaboration shall simplify business operations.

As far as it goes for India, running these tools through a single and unified place is still utopic. Customer feedback has kicked in and created rays of positivity. In short, it shows that the addressing and understanding of pain points had carried the right amount of empathy in offering credible and quality services and solutions.

Business Excellence Awards The destination of Excellence!

A special ceremony, an elite audience, talented teams and a competent jury!



hey say some have a special talent to make the world a better place. Indeed, the need and time of the hour to

bolster confidence, give the next a slow push, add those words of encouragement and finally be able to pat the person on the back, can only be the initiative of the bold and the brave. That's precisely what Adsync Advertising LLC are. Adsync Advertising LLC - Dubai has taken this initiative that has now become a part of their way of life to promote to progress those who want to take on that challenge in the most difficult of times. Our hats off to this beautiful venture that holds great promise. So as they say a rainbow follows a heavy shower of rain, Adsync Advertising LLC brings on that hope that there is a promising tomorrow after a rather torrid storm.

The 30th of September 2021 was no ordinary day when it saw the who's who all assembled under one roof at Taj Santacruz, Mumbai. While the participants waited with bated breath, the jury watched in pride the final countdown. It was a day of pride for Adsync Advertising LLC and partners. The vivacious International celebrity anchor, Simran Ahuja, Miss. India 2013, who let the show go on. A distinguish jury of star jury members. A Handpicked conglomeration of champions in their own area of expertise, the stylish line up of a powerhouse of gentlemen the jury set the ball rolling. Bollywood star Arbaaz Khan, who added that charm and style. His words of encouragement added that special warmth.

Reaching a pinnacle in life is a great achievement. They recognised excellence in every business sector like Real Estate, Hospitality, education, Health care, Jewellery, Architecture, Interiors. Etc. To be able to bring such stalwarts into the limelight and recognise their excellence is a pride in itself for Adsync. Putting together an act together is no mean task. Thoughtfully adding a touch of Bollywood brings in a magic like no other and it did with the dynamic guest Arbaaz Khan adding a charm like no other.

Covid -19 hit the real estate market and other businesses in a big way. When the general public thought there was no coming back. The esteemed Real Estate firms sat boldly in the drivers seat to carry on, igniting a ray of hope in its audience. Taking on a challenge in a pandemic is no task especially when ones employees themselves maybe reeling under various eventualities. Award ceremonies like these both virtual and live not only bring in a competitive twang but a will to feel one is competition material. Adsync has incorporated acombination of competitiveness, participation and a survival kit to say we can do it, come what may.

Taking a que from its varied experiences in creating star programmes Adsync Advertising LLC. Passed on the baton of bringing forth the winners. It takes two to clap they say, it's so true. When great minds meet the whole episode of excellence takes on a turn for the best.

More than fifty awardees graced the grand event. There were a variety of participants. An education by itself the showcasing of each of their masterpieces was a learning experience. A few mentions of those who won are L&T Realty, Kalpataru Limited, Kanakia Spaces Realty Pvt Ltd, Kolte-Patil Developers Ltd, VTP Realty, Arihant Superstructures Ltd, Anchor Realty, Haware Legaccy, Nisus Finance, M3M Delhi, Karda Constructions Ltd., Radisson Blu - Mysore, Jewel Group and more.

While Adsync along with other partners strives in its futuristic endeavour to bring in more and more events of precision we eagerly await another grand event.

The event was supported by - Telecast Partner: ZEE Business, Powered by: TouchWood Advisory & Management, Marketing Partner: Be Incredible - Events & Marketing, PR Partner: MediaDekho.com and Event Partner: 4th SEBH



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