

An OMS Initiative, The Economic Times



What Is Your Time Worth?

ow often have you looked at the clock stunned because even clock stunned because though you've been scrambling all morning, it's now noon and you have no idea where the time went or what you've actually accomplished? Prioritizing daily tasks is probably the toughest thing to do. Trivial task like making reservations, bill payments, depositing cheques, hiring an on-demand driver, etc. preoccupy a significant portion of our day. Everything seems important and at the same time unworthy. Mindless multitasking has decreased productivity and killed creativity. How we wish we had an assistant we could delegate our chores to, and focus on activities that genuinely require our involvement. But, can everybody really afford a full-time personal assis-

DoneThing is a task management solution made for people who are hard-pressed for time or simply prefer assistance. The solution, when needed, is a personal shopper and errand boy that efficiently undertakes dayto-day tasks on behalf of its users, such as picking up all items of daily usage from the local market, sending couriers, applying for Aadhar, arranging last minute passes for a cricket match, getting a document notarised. facilitating home and car repairs and a lot more. All one needs to do is to uninstall unnecessary stress and agony of unfinished pending to-do lists and to install this mobile application that sets everything ready in their respective place, best part being right in time and just the way you would have done it on your own.

The personal assistant solution, operational since June 2015, provides four core services—Personal Shopper, Pick & Drop, Task and Home Service.

more than Rs. 10 million on a monthly basis. Working professionals form the biggest user group for Done Thing app which is rated at 4.4 stars on leading mobile application store. "Our service generates some unique requests as well, from walking the dog to porter shopping bags to waiting in bank queue as an after-effect of demonetisation. But at the end of the day, it has translated to carrying out and fulfilling many chores, and therein lies the opportunity", says Pansari. Now having a personal assistant is not confined to the affordability of the opulent and affluent. Done Thing

not confined to the affordability of the opulent and affluent. Done Thing as a solution is designed for fast growing Indian middle class population and is very affordable - base charges as low as Rs. 100. Being an on-demand service is an added benefit; the customers pay only when they use the service.

moves merchandise/service valued

Of late, few small and medium sized businesses have started using Done Thing. Their favourite of course is pick and drop service – as runner squad for sending invoices to customers and collecting cheques; as delivery fleet for home bakers and cooks: or as ad-hoc office boys for taking prints to arranging office parties, etc. The proposition does not only save money but also management bandwidth otherwise required to manage a fleet. DoneThing, basically is their standin admin depart-Daily to-dos

droplets forming the invisible ocean of stress for individuals who overlook and ignore the fact that it is in real impediment in their growth in all perspectives. So, next time life throws conflicting situations at you where making the right decision and doing the right job at the right time is vital, know the value of

are those tiny

For more details log on to: www.donething.com

your time and DoneThing your suc-



DoneThing
mobile application combines
best features of
product discovery
platforms and conversational commerce. The services are truly limitless, so the
users are free to state their requirements and customisations.
Human agents, allocated as soon as a
request is placed, accomplish the task
on-demand basis.

Founded by Rohit Pansari, Sonal Saraogi, Chetan Agarwal and Karan Saharan, the seed funded start up uses a mix of in-house team of agents, third party logistics and a slew of retailers and service providers to fulfil 1,200 requests it receives on a daily basis. The start-up's user base has grown by 45% over last two

Excelus Tushar Parekh Group:

Defining The Gourmet Snacking Landscape

existing price bracket which is cre-

ated by themselves. The consumers

get same traditional kind of snacks with little variations on flavours and

forms. He decided to break this clut-

ter and started working on innovat-

ing snacking products for Indian

ing for many big names in the space,

He sensed the need in premium

snacking and introduced kettle cook-

ing to Indian consumer with a brand

called 'Kettle Studio'. These 'thick

cut' 'slow cooked' gourmet chips cre-

While doing contract manufactur-

may inspire many young entrepreneurs to take that leap of faith and follow your dreams.

Started as a young entrepreneur who was running a Medical IT company in US in 2011, Tushar Parekh—the owner Excelus Group, decided to return to India to explore opportunities in new category. He explored the first opportunity he got with a global food & beverage company and sets up a plant at Kolhapur, Maharashtra to manufacture snacking products. The determined entrepre-

he journey of Tushar Parekh

neur decided to get to dirty his hands and gets complete grip on the overall business & operations. Only to realise that big companies in the space are too scared to do

any product inno-

vation and even

if they do so, they

don't breach the

ated an image in the mind of discerning consumers within a short span of time. The group is now launching a new brand 'The Grannary'.

Tushar says, 'A start up is all about identifying a need and work towards fulfilling this need of the consumer. A person who successfully does that takes first step towards success. I also realised that an Indian consumer who is well travelled is looking for better snacking

product but not getting it. The Board Rooms are serving regular Namkeen and Biscuits. Fitness Freaks are asking for healthier product without compromising on the taste. The demand is coming from these new age consumers. They all deserve innovative products and hence, we came up with a product range under the brand 'The Grannary'. The brand aims to satisfy needs of this urban, arrived population (approx. 90 Million). The first

brand 'The Grannary'. The brand aims to satisfy needs of this urban, arrived population (approx. 90 Million). The first product is a multigrain chips in 4 international flavours. The product ticks all the right boxes. Its tasty & wholesome premium snack with guaran-



Sour Cream, Chives & Cracked Pepper

teed 'no greasy hands'. This unique product has approx. 40% less oil than a regular potato chips but doesn't compromise on taste. This gourmet product is a perfect snack for all occasions and casual munching. We are launching this brand in June 2017 in India as well as in Middle East and will also introduce other formats and variants in due course of time"

and variants in due course of time". Grannary is being launched under a growth venture created with Times Group's Springboard Ventures. Springboard creates growth ventures with corporate houses and seasoned entrepreneurs to build businesses that are category creators, asset-light and highly scalable in nature and have a brand based

customer acquisition strategy.

'The Grannary' would be available at all major modern trade outlets and select convenience stores near you. The product is being offered in 2 formats, regular packs and canisters. The product range starts from Rs. 40.



ONDOOR - India's Comprehensive 'Brick n Click' Fresh & Grocery Venture

he food & grocery market in India is currently estimated at \$ 400 billion and is expected to gross over \$1 trillion by 2020 according to a recent report published by advisory firm TechnoPak. Interestingly, a vast & sizable bulk of this market will reside in the category B & C towns. A significant chunk of this market is also expected to convert to e-commerce platforms over the coming decade.

Without a doubt this is a complex market, and a largely execution-oriented business, where understanding the back-end operations with supply chain logistics and customer experience are seen to be a key differentiators. As one enters the smaller towns & cities, these two areas make managing operations even more challenging.

However, a resoundingly different message is coming for the sector from Bhopal where Ondoor, an aggressive young start-up in the space, has weaved a success story proving that it is indeed an execution play where core operational prowess in managing the procurement, supply chain planning & last mile deliveries hold the key to success. Ondoor operates a uniquely blended 'brick n click' model to give its customers an option to come to its stores or order online through a comprehensive technology bouquet of web-portal, mobile apps and call centres. This places Ondoor on a strong pedestal to not only serve the traditional touch & feel market that constitutes more than 95% of the total purchases, but also take advantage of the ensuing and rapid adoption to e-com-

Ondoor, launched in Bhopal in September 2015, has evolved its business model to encompass a unique blending of low cost operations finesse and an uncluttered understanding of the customer needs. This promising start-up has clearly drawn extensively from the experience of its Promoter Mr. N.S. Bapna and his 20-year-old Logistics & BPO venture, which manages more than 10,000 ground level manpower spread across 800+ offices across the country. "A consistent and superior customer experience will decide the eventual success in this business and therefore, logistics and customer service operations are the backbone of Ondoor" says Mr. Bapna. This realization and aptitude of the promoters group has proven to be a shot-in-the-arm for Ondoor.

Besides the coming of age of b2c e-commerce on the back of deep smartphone penetration and a maturing market, the Indian consumers' affinity for convenience and savings are the two engines that have really powered Ondoor's growth surge. Intrinsically, what has worked well for the venture is having an integrated business model at play, which has not only tied up the Procurement-Storage-Delivery System very scientifically and efficiently by leveraging technology, but also has integrated all customer touch-points through a multipronged approach to market interface, both online & off-line.

Ondoor, which began with a modest delivery count of 250 deliveries per day is now making an average of 1,800 home deliveries daily in Bhopal. In less than a year, Ondoor has also opened more than 20 super stores, which independently attract almost 8,000 customer walk-ins daily, where apart from groceries, fruits, and vegetables, they can also place orders for fresh flowers and cakes. From the very first day, Ondoor's transparent return pol-

icy, low order value of free delivery, wide product range (7,000+ products), timely delivery record and an unmatched complaint resolution process got a positive response from its customers. This has translated into





With a better understanding of the daily order pattern and the consumption behaviour of the existing customers and armed with the learnings from the experience of other incumbents in the business, OnDoor refined and pruned its operations strategy to not only bring the delivery and exchange time down, but also improve the overall cost dynamics further," says NS



higher brand loyalty and a much stickier customer base of over 2 lakhs and with over 130000 apps downloaded in Bhopal. Ondoor today is clocking an annual turnover runrate of Rs 100 crores and is doing so with a healthy operating profit. The investment returns of Ondoor are far better from its elder cousins and the promoters feel confident of scaling the business nationally to the levels of these players with less than one-fifth investment consumption com-

pared to the peer group.

"Giving the customer better value for essential items like oil, ghee, rice, atta etc. has made the difference for us. Apart from maintaining a wide range of product offering, what has kept us moving in the right direction

is our ability to offer honest price and an unmatched convenience without any extra cost", says NS Bapna.

Excited by the tremendous growth potential in the business space and buoyed by the nascent success of the hybrid brick & click model, Ondoor is planning a rapid yet measured expansion to emulate Bhopal model to 15 other non-metro cities across the country before hitting the metros, where it will be operating more than 1500 physical stores and fulfilling 100,000 online orders per day.

For more information about Ondoor visit www.ondoor.com or email on customercare@ondoor.com





An OMS Initiative, The Economic Times

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An Advertorial Lifestyle Promotional Feature

KAIZEN culture in the organization

Their core strengths lies in lean, six

sigma and project management

tools in the E2E recruitment life

cycle. They brand the client in

the candidate market and

even track the candidate's sta-

tus after joining. This bene-

fits the organization in form

of employee stability, improved work cultures, over-

all cost reductions by revenue

saving on hiring defects and

resulting in the peace of mind for

They provide leadership trainings as

Mumbai, Delhi, Bangalore, Kolkata, Chennai, Hyderabad, Pune, Ahmedabad, Chandigarh, Lucknow, Nagpur, Jaipur, Goa, Patna, Kochi, Ranchi, Bhubaneshwar & Indore

Promatch: One of India's first Professional Matrimony

husband-wife duo, Akshay (28) and Dipali (26). The team has three co-founders, Akshay, a techie with Software Development experience in SAP Labs and MBA from

IE Business School, Spain. Dipali, an MBA in Finance, has experience of working in Finance and Marketing and Shubhangee, is an IIT-K computer science graduate.

In this era, when young boys and girls leave their hometown to live in metro cities for work where they have no family circle for marriage referrals, it is

the fact that how difficult it was to find a partner through existing dating apps and matrimonial sites. On research, the duo found that majority



of people are coherently dissatisfied with these options, because some dating apps were unreliable and full of flirts, whereas matrimony sites were old-fashioned and had expensive

Seeing this, the duo thought of solving this problem by creating Promatch, The India's first LinkedIn based matrimonial platform.

With this formula, users can easily register on Promatch with their LinkedIn profile to search people in

the same job domain, same city and same income group. Also, Promatch screens the profiles at the time of registration thus, filtering out fake profiles. As an initial offer, the first time users get a 30 days free trial and thereafter, the monthly plan starts

> For more details log on to www.promatchapp.com, Mobile: ios and Android

JustVerified for a background check

n this digital world, India is developing at a fast pace in every aspect. With the help of cuttingedge technology, we can do everything at ease. Basically, technology refers the information and use of tools, techniques, and systems in order to offer a greater purpose.

In today's so-called intelligent society, almost everything is going through a verification process. With regards to different verification processes such as investigation, background and KYC documents verification, Credence Redefined Pvt. Ltd. is well known for its advanced and quickest services through

mobile called JustVerified. It has successfully made its presence felt in investigation & background **JustVerified** verification throughout India.

NBFCs, Insurance & IT companies have put faith on this app for this job.

One can easily someone's verify KYC documents with a touch of the fingertip with the help of this app. It is very flexible to use and has K Sanjeeb Patra & a very simple installing process. One has to install the Sunita Mohanty "JustVerified" from a mobile

app store. During the registration, a payment process will be done with a reasonable amount. Then verification can be done without difficulty. Keeping document frauds

and forgery cases in mind.

Award Winner

'The Fastest Growing Indian Startup of the Year' by Indian Economic Development & Research Association, 2017.

'JustVerified' app is specially designed to reduce such issues and conclude a transparent documentation and background verification.

This app will prevent verification related crimes in corporate Backgrounds and KYCs such as address, education, criminal,

matrimonial, driving

License, Adhar are checked here physically. JustVerified works all over India and has more than 30 workplaces in various urban cities. Besides, individuals also can partner with them

and have good business. For more details visit: www.justverified.in Mail: info@justverified.in Or call: 8093111011, 9337007152

A Management consulting firm

fulfilling all your recruitment and training needs

hreem Mantra is a Human Resource Management Consulting firm promoted by management professionals and paramedical graduates with extensive experience in recruitment, training & development. They strive to achieve new standards of excellence and create social impact by providing the best- in- class human capital, management services and customized products. Shreem Mantra is bringing a paradigm shift in the hiring and training methodolo gies through their innovative product offerings

CALIBER-P is one such product which provides best in class end to end recruitment solutions, head hunting, decreased attrition and improved work culture for SMEs and large corporations. This programme enhances accuracy and productivity, simultaneously reducing TAT. This methodology manages just in time recruitment through in-depth study of job description by identifying KRA's, KSA's and KPI's, mapping right candidates for the right job, with zero inventory of candidate resumes in their system all these leads to instating

Team Shreem Mantra Technologies

well and especially a programme called -BRAND I, which is a huge success at senior and middle management levels: is really sought MANTRA after in the corporates.

For more details contact:-Corporate Office: 401, Ramkrishna Complex, Opp. Ward Off - 10, Subhanpura, Vadodara - 390023

the company's HR division.

Phone: (+91) 265- 6987654 Email: info@shreemhro.com: Visit:- www.shreemhro.com

Happiness your way

day at work and irksome to see piles of laundry mocking at us, which is certainly not a worthy feeling .If you are the whimsical one to do the laundry on your own, it's going to cost you a lot of your precious moments and if this is not the case, you are still apprehensive about the domestic help to assimi-

late the instructions right and it is here that the laundry service comes to the

With the rising need of convenient, quick and reliable services, fuelled by scarcity of time, the laundry industry is estimated to be over a 2000 Crore industry. The Laundry House is an example of



ence felt in the most remarkable way by establishing its outlets in cities like Gurgaon, Delhi-NCR and Vadodara in a duration of just 8 months of its official launch.

TLH is a brand backed by top B school graduates, who constantly strive to inno-

vate and ideate into bringing out the best marketing strategy for their brand. TLH puts a lot of emphasis on the fabric care label and on-time delivery. Transparency being the prime motto, the washing unit is entirely see through, so the customers can see the process. Highly skilled staff, in conjunction with state-of-the-art ecofriendly dry cleaning processes, culmi-

nate in service that is simply unrivalled. Anyone who is willing to establish their own start up with an immediate revenue generation model, TLH will be the right option as they have franchising module available too. They are giving guidance, assurance of growth and complete support. How about opening up new revenue pockets through this franchise?

For more information contact-Ashish Singh +91-9718710168 E-Mail: tlhindia.in@gmail.com www.tlhindia.in

"Crafting the perfect **Brew-**

ohit Jafa Brewing Solutions (RJBS) founded in 2016, is the Indian arm of Sino Trade Corporation Ltd. (STCL); which is the leading manufacturer and supplier of microbreweries to the F&B sector in India. STCL & RJBS have successfully commissioned over 50 breweries across India, and are on route to opening another 20 by the end of 2017. In India RJBS operates under 3 business divisions: Brewing Consulting, Trading Distribution and Investments. RJBS had a turnover of INR 60 Million for the financial year 2016-2017.

A few of the combined clients Downtown-Manhattan Group (7 Breweries), Striker-Soi 7 Group (3 Breweries), Vapour Group (6 Breweries), Farzi Café, Social, MTV, Punjabi by Nature and

Ishan Grover, Brew Master, has a

degree in Food & Beverage Science from Heriot Watt University, Scotland; specializing in Brewing and Distilling. At RJBS, Ishan heads the brewing and consulting division in addition to getting new clients on

In 2011, Ishan started India's first International Microbrewery in Gurgaon: Lemp Brewpub & Kitchen. Currently, he manages a vast brewing portfolio of clients including the award winning microbrewery Quaff in Gurgaon. It's beer "The Quaff Dubbel" won the Gold Medal at a pan India beer competition held at Pune in May 2017. Ishan focuses on brewing beers, keeping in mind international standards, thus creating new trends in the Indian market. Jay Jafa, Partner at RJBS is

responsible for new business devel-

opment, and formulation and execution of new growth strategies/ventures for the company. Over the years Jay has been actively involved in the F&B space, and is an investor in F&B ventures. In addition, he has also taken on multiple consulting assignments that revolve around development and execution of new concepts for upcoming restaurants.

Jay holds a Master of Business Administration degree in Finance and Strategy from the University of Hong Kong, and London Business School. In the future, Jay plans to start and manage an F&B centric investment fund that invests across geographies, in unique and interesting restaurant ideas that translate into unforgettable experiences.

For more details log on to: www.microbreweryindia.com

Get One Of The Best Returns On Commercial Properties



ncomewalls.com is a property realtor based out of Vadodara that provides 9% return on purchase of pre-leased commercial property, which is arguably more than any other investment option available. They have been successfully delivering services for rental properties and other sectors as well; that are unique and innovative. Through Transparent Business Practices, Ethics & Processes,

Incomewalls.com is creating a new Business Paradigm wherein customer expectations are not just met, but exceeded. They firmly believe that a trusting relationship between

the developer and client is crucial for the success of any project. Hence, each and every team member at Incomewalls.com works towards establishing a close working relationship with each client. If you are looking for maxi-

mum income on Commercial proper-Incomewalls.com is your one stop solution centre.

They provide 9% assured income to the investors who buys pre lease commercial property incomewalls.com. Started with a passionate conviction of uncompromising

quality and a never ending desire for fulfilling customer needs, Incomewalls.com has registered a steady and steadfast growth. The secret behind their immense success has been innovation, teamwork and technical excellence in line with a high degree of business ethics. They believe that their investors are their most

valuable asset and their tenants are the back bone of their business. The long term relationship with them and repeat orders and referral sales it gets from them stand testimony to the company's business philosophy. It enjoys an enviable track

record of fulfilling every minute requirement of tenant also they hand over projects on time which is the key to customer satisfaction. They are having more than 1000 satisfied customers which include



MNC's and their headquarters/back offices in India. Their core competency lies in guiding the clients to locate their Offices. If you are looking for maximum income on Commercial properties, then Income Walls.com is your one stop solu-

Incomewalls.com have started their projects from the most promising city of Gujarat i.e. Vadodara, and they will be expanding in other states very soon. With their unique planning and attention to design, they are perfectly positioned to meet each and every need of clients. Soon they will be coming up with an IPO in the year 2018-19. With key retail offerings at prime locations (with substantial office spaces) they are bound to meet all the requirements. They have ensured a skilled and confident workforce, by providing them thorough training and guidance, so that they can readily meet challenges presented to them. They endeavor to find ways to make the living and work spaces environment friendly and sustain-

For more details contact: -INCOMEWALLS.COM Address: 801/2 Signet Hub, Akshar Chowk, O.P Road, Vadodara Email: incomewalls@gmail.com Visit: www.incomewalls.com

New Delhi Financial's - Wonder app Bhamashah



become a Botany Scientist. Little did the world know that the diversity of the eco-system will drive this sapling into changing his DNA from Flora to Finance and marketing.

Soon after completing his degree from Hansraj College, DU. Nitin Khandelwal got his first job at a bank, just for the money it offered; but he took to the finance world like a duck takes to water. He was able to recognize how the ecosystem is like a red ocean with a homogenous product offering - and still blurry and non-transparent - mired with misleading agents. As a trader's son he had noticed that short-term money came really expensive and was quite a humbling experience to ask for money from the local Shylock.

Nitin aspired that his company New Delhi Financials' would create great opportunities for people like him who have stars in their eyes and the means to achieve - but get

strayed and misled. His endeavour was to create a transparent and secure platform that delivers credit.

From the word go, New Delhi Financials' has been clocking business and growing its client base enormously delivering credit on demand. He has helped his clients get home loans, business loans as well as short-term loans with ease, trust and a whole lot of customer service. New Delhi Financials' firmly believes that its clients are like family - and they will hand-hold each requirement to the end of

the journey making the association worthwhile The next step for New Delhi Financials' was to get AppReady with a simple technology and a

robust and secure backend -

the big idea was to give people





their financial needs. Nitin's

wonder app Bhamashah

securely connects lending data

to from the loan associate to the

end customer – offering them

finance solutions at a swipe.

Surprisingly – this venture is

networks and

Associate

income walls







Soon under the same umbrella, Nitin's organization will provide salary discounting facility - where through the Bhamashah App - the customer can discount his/her salary and get it in advance without facing the mess of liquidating

ing the 'pound of

BHAMASHAH

app offering is

planned at mak-

ing the end cus-

Financials' is able

to provide finance

options as well as

dling at the click

of the button for

all who download

grievance

and register.

more

Delhi

savvy

tomer

New

finance

flesh philosophy'.

FD or MF and fulfill a current targeted towards small towns where financial need. Nitin's New Delhi Financials' the local money lender still follow-

envisions that with the growing Indian market - his company should now focus on multiple cities and smaller towns to give people that hassle free liquidity that eludes them till date. While providing the best of financial services to its customers, New Delhi Financials' is aiming at a huge expansion, going mobile has really made them reach every household. Nitin Khandelwal & his app's are one point contact for anyone in need of Finance like working capital finance, loan against property etc.

Download the apps Bhamashah & Bhamashah Associate on your smartphones from mobile application stores of your phone. For further information contact-

Payal Aggarwal Email id: Letstalk@newdelhifinancial.com

011-43464300, 9811104889

Your own Legalwiz(ard) for biz professional services

India and makes them highly scal-

LegalWiz.in was launched by a

dvnamic duo; One happens to be an

e-Commerce industry veteran and

also an ex-employee of LegalZoom

(a global leader in Legal e-Com-

merce) and another is a Chartered

LegalWiz.in offers to be a single-

stop-solution for procuring business

professional services, which are

es require highly skilled and experienced professionals who are reliable and competent. In such a professional space, LegalWiz.in Private Limited has carved out a niche exception by bringing professional services of trademark filings, incorporations, patents filing, GST registration, documents drafting & compliance to the WWW domain. This Ahmedabad-based startup is tapping onto a multi-billion dollar opportunity, and changing how business professional services are procured in India. The platform has been designed extremely competitive prices across

using a unique algorithm based on artificial intelligence that asks intuitive questions based on previous answers when one logs on to their website - as if it were an actual professional that you are interacting with. Similarly, pending tasks get bifurcated amongst the team using tech-coding so that maximum efficiency is attained – using which they offer highest quality of professional services using an in-house team at

Lawyers in India. They are a startup for Startups and SMEs, and have made legal & professional services more affordable, accessible, and transparent. They have combined the unique personalization of

relationship manager (like privilege banking) in the professional space and all clients are assigned a Qualified Professional RM (CS/Lawyer/CA) throughout their work process. This has acted as a huge differentiation from other online players and statistics show that they have been highly successful with this formula, thereby taking on all others in this space. It has helped the company create a high quality experience for the clients. Completing one year in operations, they have served more than 1,000 businesses and achieved an excellent referral score of 9.5/10 across all services. Being a boot-

strapped business, they are current-

ly in the process of raising funds

with the aim of becoming a National

brand in this space. For details, log in to www.LegalWiz.in

ThreadSol

helping garment manufacturers earn better profits and save the environment too

oney saved is money earned - This adage serves well to augment incomes in the garment industry a great deal. In this industry, 'Saving the fabric' in turn helps earn better profits. It was ThreadSol, a tech start-up by four friends that thought of innovative solutions for proper costing of a garment, and cost reduc-

ThreadSol Softwares was established in 2012 to Challenge the Present of manufacturing industries with its innovative solutions. The solutions by ThreadSol cater to the manufacturing facilities where garments are made. The company helps apparel manufacturers buy the exact amount of fabric for make ing a garment.

Mausmi Ambastha - Founder and COO, ThreadSol Private Limited tells us about Threadsol and the idea behind it

rics are releasing dyes and chemicals which are leaching into the soil, contaminating both surface

times! These decomposing fab-

ThreadSol was established in 2012 to challenge the present functioning of the manufacturing industry with its innovative solutions and minimize fabric wastage. Excess buying of fabric means a contribution to the 21 billion tonnes fabric waste that goes in landfills and these solutions can successfully help in reducing that!

HOW DOES A GARMENT MANUFACTURER BENEFIT FROM **YOUR SOLUTIONS?**

The solutions are not only beneficial for the environment but can also increase profit for garment manufactures

ThreadSol's aim is to intro-

duce and propagate technologically driven products for the technologically stagnant apparel Industry. With the technologically help of our current software solutions. IntelloCut and intelloBuy, we offer complete enterprise material management that helps manufacturers boost their top line by 50 percent and enables them

> to save 10 percent cost on fabric. For any garment manufacturer, the biggest

expense is the cost of fabric they purchase. Using ThreadSol solutions gives garment manufacturers the edge to reduce their material wastage to under 1% by using effective concepts of fabric utilization packaged in advance technology.

Mostly apparel manufacturers buy incorrect amount of fabric for 93% of their orders. For a small garment company with a thin profit line, the 7-10% can add

HOW DIFFICULT WAS IT TO SELL THE IDEA TO GARMENT MAKERS? HOW HAS BEEN THE **GOING SO FAR, BUSINESS WISE?**

to their profitability.

Since our software is unique and has never been implemented by any manufacturer before, it was initially a challenge to make our clients comprehend the viability of this innovative concept. ThreadSol went into active operation three years back and is currently chasing a target of US\$ 5.0 million. Presently, we have 100+ clients. We are growing 300 per cent year-on-year and want to reach a \$ 100 million turnover within next 3-4 years. The team is targeting sales in fifteen countries – Sri Lanka, Bangladesh, Indonesia, China, Vietnam, Srilanka being the major revenue sources. Most of our revenue is generated by overseas clients but the Indian Market is catching up, and there are quite a few in

Brandshoots creating new opportunities

Accountant.

in the East for start-ups and early stage investors

been deficient in new age businesses, primarily due to the dearth of an active start-up ecosystem. East has a number of premier educational institutes, resulting in many promising start-ups germinating in the region. However, lack of proper mentoring prevents them from reaching the next level. Brand Capital, Times Group's

strategic investment arm along with partners Sumedha Fiscal, Mayabious and Infinity, has initiated "Brandshoots Ventures" focused accelerator platform tai-

lored for startups from the eastern states of

India. Brandshoots provides

opportunity to to reach out to a pan-India network

of investors, connect with synergistic businesses and learn from a pool of mentors across India. Selected start-ups will be provided with mentoring on product refinement, marketing, business strategy and would also be connected with relevant business networks. Once they are set for the next stage of growth. Brandshoots would connect them with a bevy of early-stage investors. A company source said, "The idea is to identify the start-ups with potential and provide them with mentoring, marketing capital and

extending relevant business networks during a power packed 16 weeks program". Brandshoots has also roped in several industry leaders to form the Board of Mentors to ensure that the participating companies have access to some of the best minds from across the country. Eminent Angel Investors and Venture Capital funds have committed their participation to supprospective unicorns to ensure that these are adequately funded

The first batch of the program is scheduled to begin in the first week

Accelerating Startups from East the start-ups in the Eastern region of July 2017. The application process resulted in several hundred high quality applications from a diverse range of verticals including Education, Technology, Healthcare,

Transportation, Lifestyle and Food. Core areas of focus during the selection process were Idea, Team Composition, Traction and Scalability. After a gruelling screening process, 12 of the best start-up ideas with revenue traction, have been short-listed for the program.

For more details contact: Biswadeep.das@brandshoots.in, Mobile: 98314-73726 www.brandshoots.in

RHINO - A Challenger In The Electrical Manufacturing Industry

WHAT WAS THE IDEA BEHIND

The world consumes a stag-

gering 90 Billion pieces of cloth-

ing each year and wastes around

STARTING THREADSOL?

21 billion tonnes of

the

ric each year,

circumfer-

ence of the

earth

RHINO has become a brand worth seeking for, due to its high promises, timely innovation and great customer satisfaction within 5 years of its existence. The cub has been taking giant leaps to transform into a roaring tiger and it's evident from the fact that it has already made a mark not only in India but

also in many other countries across the globe. Thanks to its young director Abhishek Gupta, who is an MBA from Drexel University, USA and whose able handling and leadership has given the company new dimen-

Abhishek has skilfully mixed his family culture, his business education and global exposure to help him make a mark in the world of business. It's proved through his retail business brand "RHINO wires and cables" that started in 2015. RHINO also has ventured into LED lighting business in late 2016 and plans to include many other electrical products to the

existing range of merchandise in coming

RHINO's parent company Gupta Power Infrastructure Limited (GPIL) is known world over as a specialist firm in cables and conductors since 1961. GPIL has been created from scratche and it has reached the pinnacle through persistent efforts, continuous innovation, quality control and relentless customer services in last 55 years. They have provided their services to many giants like Department of Atomic Energy, BHEL, NTPC Ltd, Jindal

Ltd, Larsen & Toubro Limited, State Utilities, PSUs and many other EPC conductors. Abhishek has inherited the magical traits from his parents and has blended himself through his education and foreign exposure to make RHINO one of the best in the world

RHINO Wires and Cables products are crafted with purest copper and the unique copper max technology. It ensures highest standards of fire safety and gives people the

assured security. RHINO products are currently available through 500 dealers and distributors across India and 3000 indirect retailers. Besides, there are 4 C & F agents and three manufacturing Abhishek said that the company aims to achieve 6000 retailer base by the end of 2017. The company

has already started capturing foreign markets with successfully venturing into regions like Middle East, North America, Latin America and all of SAARC countries.

Giving more details, Abhishek said that the manufacturing facilities have most modern and latest plant and machineries procured from best of the world. The facilities are located in three states of Odisha, Uttaranchal and Tamil Nadu.

There have been several successes reaped from the initiatives taken in the short span. Its lighting laboratory and research centre covers all aspects of software and hardware application technology in lighting and it has been proving a vital link between quality assurance divi-



The company now has been focusing on innovation. This has been part of our culture over the years. My teams are constantly looking for adaptive and modern technologies that can improve the existing business and can create long term value. We will continue to invest in research and innovation along with addition of maximisation in sales, products and operations" Abhishek Gupta, Director

sion and design centre. Introduction of SAP business intelligence towards better work process in warehouse management and material management and procurement has been helping the company. Besides, it has developed various CRM platforms that enable the company to get

direct insight from customers. RHINO has been successfully imposing high quality manufacturing standards keeping the environmental and ecological impacts in mind with a renewed focus to create cutting edge solution and value of its stakeholders. Young Abhishek Gupta is hopeful that this RHINO would become a mighty player in this sector like its parent firm.

For more details log on to: www.guptapower.com Toll Free No. 1800 200 1176

Varchasva Energy Pvt. Ltd. -**For A Greener Tomorrow**

archasya Energy has been incorporated with a vision to provide green & sustainable energy through Solar Installations across India. Varchasva is primarily engaged in providing turnkey solutions for solar energy generation. The promoters of the Company are first generation entrepreneurs. The promoters along with the team of strong professionals

have marked their presence in the Industry through the successful launching of Varchasva Energy and gaining a lot of goodwill with the prominent business houses.

Varchasva Energy headquartered in Gujarat, started its operations from this vibrant State. Though they faced a lot of challenges and hit many roadblocks in the initial days, they have learnt from their mistakes and were able to convert hurdles into opportunities. With their devotion and passion, they have been able to cater to clients in Rajasthan, Madhya Pradesh, NCR, Uttar Pradesh. Maharashtra, Karnataka, Andhra Pradesh & Telangana as well within short span of three years.

By the year 2020, GOI has set itself a target of 100 GW of solar installations and it envisages 40% of it to be rooftop based which chalks out the path for them to increase their foothold in the coming years. At Varchasva, they are

bullish on the future of Rooftop Installations and have geared up their organization to grab this opportunity.

For manufacturing establishments especially, the cost of energy is very high and would steadily keep on rising. With an option to harness the power of Sun, companies can contribute towards lowering the carbon footprint and build a greener tomorrow with substantial savings on theirenergy bills

Varchasva Energy's cumulative portfolio exceeds 50

MW of installations wherein more than 30% is through rooftop installations. In the year 2016-17 alone they have successfully commissioned more than 10 MW of rooftop installations across the country. They have grown at more than 50% on a YOY basis in last two years. Management team including Aniruddha Selukar heading sales at Varchasva is confident that his team would be



Aniruddha Selukar, Head Sales at Varchasva Energy Pvt. Ltd.

financial year 2017-18. Being the part of the green energy revolution, Varchasva Energy shall harness the full potential of the Sun. They strive for quality, service, value for money & social responsibility

able to achieve a growth beyond 50% on YOY basis in the

For more information Email: aniruddha@varchasva.co.in Or call +91 82009 97227

Large tech companies open plenty of customer doors for Indian startups

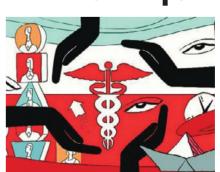
arge technology companies and startups with innovative solutions are beginning to jointly market their offerings. It's a win-win for both. The large companies are able to showcase solutions that they themselves do not have, but are crucial to the package the customers want to see. The startups get a foot into big technology buyers who they would otherwise have found extremely difficult to access.

For Mobisy, a platform for retail channels and sales teams to transact and collaborate, these large enterprise partners are crucial for business. "Almost 70-80% of our deals are through joint bidding with them. I can't have a large number of feet-onstreet for support and implementation, and the co-operation gives me credibility to work with billion dollar companies," says Lalit Bhise, co-founder & CEO of the Bengaluru-based venture.

Mobisy's product Bizom helps in supply chain automation by connecting retailers directly with FMCG brands to manage inventory and stocking more efficiently. The company has around 100 employees and 200 enterprise clients. It works with the top IT services players, but Bhise says he is not allowed to name them because of non-

disclosure agreements. Altizon, an industrial internet-of-things (IoT) startup founded in 2013, works with Accenture, Wipro, and Persistent Systems, among others. "Most of our clients come through these large IT firms," says cofounder Vinay Nathan. The Mumbai-based company works with industrial clients to increase their productivity and equipment effectiveness by employing analytics and

"Since the large IT companies work closely with customers, they know the solutions they need. And if the customer needs any optimisation or improvement, they



can do it quickly," says Nathan, adding that these are complex things the startups cannot solve on their own. The deals are usually concluded over several meetings with the clients with all the companies participating to discuss the product, proof-of-concept, and the value proposition.

Nathan says the large enterprises cannot build all the products the customers need and have to work with startups for these products. "They speed up our time to market, help us scale, and save us a lot of

work and feet-on-street," he says. Microsoft Accelerator's CEO-in -residence Bala Girisaballa says the big technology giants have fantastic connections with the Fortune 500 companies, having sold to them for years. "A joint bidding for a deal with startups provides the startups invaluable access," he says. He notes that the services component in deals is shrinking, and that makes products and platforms from startups invaluable in the digital transformation that customers demand.

Every industry, from banking and industrial to transportation and hospitality are adopting digital technologies to transform customer experiences, create new sources of revenue and improve efficiencies. These require a variety of new and customised

solutions in emerging areas like IoT, analytics and artificial intelligence.

Companies like Microsoft, IBM and Cisco are increasingly playing the role of

platforms where startups can come and

create products to satisfy customers. Microsoft has its cloud platform Azure, IBM its cognitive platform Watson.

'Working with a hundred startups simultaneously means that companies like Microsoft can open up conversations with all customers as the platform will have a solution for most customer problems, Girisaballa says. But it may not be easy for startups to find a large player to partner with. Ben Mathias, managing director at Vertex Ventures, which has invested in Flutura, an IoT venture, and Cloudcherry, a customer experience management software firm, says startups should have achieved a moderate level of success and should have proved their technologies with clients

eye. "Big tech companies will do an evaluation before working with them and it may take a long time to find synergies and value propositions before they are in a position to build joint go-to-market strate-An entrepreneur, who did not wish to be identified, said his venture dedicated almost 10% of its workforce for two months on building a partnership, and finally it did not work out. "For a fast growing

before hoping to catch a bigger player's

startup like mine, it was a big loss," he Vinod Muthukrishnan, co-founder of Cloudcherry, which places joint bids with other companies including Microsoft, Capillary Technologies and Cisco, says

that for these relationships to sustain, it's also important for the partners to stay out of each other's domains.

There are other emerging tensions too. Girisaballa says consulting and implementing companies find themselves increasingly being a smaller part of the deals that their access helped win. "This gives rise to frictions between the partners," he says.

— Anand J

Shekhar Hospital:

Changing Face of Healthcare in Lucknow

etermined to provide the best services Lucknowites since past 32 years, Shekhar Hospital is soon coming up with an online medical consultancy ser-

For patients who are unable to visit Shekhar Hospital or those who have moved to other towns after treatment but are facing issues, here is great news for you. The hospital is all set to come up with an online consultation portal tak-

ing healthcare facilities to heights in Uttar Pradesh. This step will come as a sigh of relief for those who keep procrastinating health issues owing to the distance of hospital from their home.

Shekhar Hospital, a multispecialty premier hospital situated in Lucknow, is a well-known name in the healthcare industry. The

hospital was established in 1985. In this journey of 32 years, the hospital has

Facilities Available

- The hospital has 200 beds, including general ward, semi- private category rooms private category rooms, deluxe category rooms & super deluxe category rooms Equipped with newly build modular Operation Theatre's & Machines
- Cafeteria & Tuck Shop- the hospital has in house cafeteria & Tuck Shop to help its dietary requirements & their needs

 Security Measures- all round safety mea-
- sures like fire extinguishers, sprinklers smoke detectors are placed wherever ● ICU in Wheels - 24x7 ICU on Wheels
- Ambulance service is available within the city of Lucknow ATM facility within hospital premises.
- Payment Methods All kinds of credit/ **Debit card payments made through VISA** or Master Card is accepted
- Pharmacy 24 x 7 chemist shop in the

Latest Achievments

- Ranked No. 1 in Times Health as Best Hospital in Lucknow, in a research conducted by i3rc Research Consultants
- Ranked No. 11 in Times Health as Best Hospital in North India, in a research
- conducted by i3rc Research Consultants lcons of Health Award (in Medical & Education Industry) 2016 and 2017 (for two Consecutive years to Dr Richa Mishra, Director, Shekhar Hospital



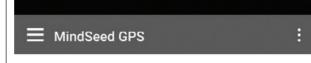
reached the unreached. cared for the uncared touched

untouched, to win innumerable hearts. Through quality medical care, quick service and reasonable charge, it has been able to keep people's faith intact in doctors and hospitals thus, becoming a number one choice of Lucknowites. Shekhar Hospital currently offers services for Cardiology, Neurology, Nephrology, Paediatrics, Emergency & Trauma, Orthopaedic, Ophthalmology, Urology, Gynaecology & Obstetrics, Gastroenterology & Herpetology, Gastroenterology & Herpetology, Physiotherapy, Dental, ENT, Dialysis and Renal.

From a small OPD clinic to a full fledge hospital, Dr Richa Mishra has taken the hospital to new heights. From a single room clinic to 200 beds, one doctor to 50 plus doctors and one speciality to 20 specialities, the hospital has evolved each day in past 32 years

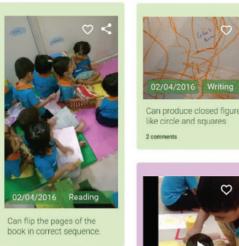
For more details contact-Phone: 0522-4927272 (30 lines) 9936016999 Website: www.shekharhospital.com E-mail: mail@shekharhospital.com

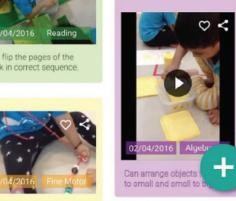
Personalization: Mindseed's Mantra For Success



X Arham - Learning Board

May 1 - 15, 2016





is the CEO of Mindseed preschools, which has grown to 50 schools in the last 4 years and has impacted the lives of over 7500 children. He graduated from INSEAD. How glorious and amazing does this sound? But Prasad was labeled a failure all through his school career. "I could be found more often standing outside my class than inside it", he says. Prasad was diagnosed dyslexic and bare-

ly scraped through his way through grade 10. So how do we reconcile the two stories one of failure and the other of success. The secret was that he had a coach, his mother, who personalized the learning experience for him. She understood his strength at mathematics and pushed him to excel beyond what his peers were doing there, while slowing down the pace in language, where he struggled. To Prasad this showed that each child is born brilliant and he decided Prasad Dhumal to make it his life's mission to personalize learning to bring out that genius in each child.

Prasad Dhumal is bringing this vision to life in Mindseed schools. Lets visit Ashwini, a nursery teacher in one such school. She has two children in her class, Aachman and Kruti. Aachman is very good at logical reasoning at two and a half years as he puts together very complicated puzzles, while Kruti merely arranges things in order of size. You might be tempted to say that Aachman is smarter. However, on another dimension, reading, Kruti, also two and a half years old is reading texts, while Aachman can only identify some common words. So Aachman is further ahead in logical reasoning and Kruti in reading. Ashwini doesn't have just 2 children in her class, infact she has 20. However, she has a

secret weapon to help ensure that the learning is just right, for each of those 20 children. Ashwini's classroom is powered by the Mindseed App wherein at the tap of a button she is able to see a personalized plan for Aachman, Kruti and all the other children in her class. This plan ensures that Aachman is stretching further than Kruti, while they both try and master logical reasoning, but the plan slows down to his pace in the reading class.

The result of personalizing is that 7500 voung Prasads and counting, are learning much faster than anyone imagined. Rashmi, the mother of a three year-old Akansha, studying at Mindseed says, 'My daughter can read stories from the English textbook of our neighbor's son Tarun. However Tarun is in the first

Rashmi isn't alone, parents are amazed when they see their 2-3-year-olds address an audience of 1000 people with utmost confidence. Their two year-old reading their own name or their three year-old writing them

greeting cards. It gives them great joy and pride. All this is because of one man's undeterred belief in personalization and the success it can bring. 'When we looked at last year's data we saw that 95% of two years olds at Mindseed can read their own name, 85% of them can write using invented spellings and 85% of four year olds can read books. And were confident of doing better next year", said Prasad.

Prasad shared the story of Yusuf's (a UKG child at Mindseed) whose father addressed parents on the annu-

al day at Mindseed. "It surprised me when I saw my three year-old son could read my name written outside our house. It shocks me even more to see my son writing paragraphs just at four, Lalways knew Mindseed was different but what they are doing is very special", he concluded.

When we asked Prasad about education at Mindseed, this is what he said, "It is time that we bring another revolution, a learning revolution! This revolution aims to abolish the hegemonic, one-size fits all classrooms for our children and make personalized classrooms which enable our children to be successful.'

For more details log on to: www.mindseed.in 7738511444

A LANDMARK TRIBUTE TO THE GLORY **OF VARANASI**

G GROUP-Redefines Realty



'ashi or Banaras and present day Varanasi located at the banks of the holy Ganges is known as the city of God as it is considered to have been built by Lord Shiva. It has produced great philosophers, poets, writers, musicians and many other luminaries. Paying tribute to such a great land would require a profound human endeavour and dollops of divine intervention, no less!

SHRIKASHI: A LANDMARK SATELLITE OF **VARANASI**

Inspired by the greatness of Varanasi the proposed ShriKashi town, is a 330 acre pristine land located on the banks of the Ganges. Project ShriKashi was conceptualized and immaculately planned for holistic living and sustainability.

SHRIKASHI; 3 MASTER ZONES

"Om" is the zone for spirituality, art, research

and practice of Yoga. Om will also be a seat for research and promotion of the musical gharanas of Banaras.

'Namah" is the hospitality zone of ShriKashi with 2500 rooms and HORECA venues. G Group invites the hospitality industry to explore various policies including Govt. schemes and incentives.

"Shivay" is a software, IT Park & residential zone. It is an aesthetically designed, landscaped & eco-friendly township by world renowned architects.

COMMETH THE MOMENT. COMMETH THE MAN

Ashish Garg, hailing from a very illustrious and affluent business family, chose not to limit his role as a custodian of his father's busi ness empire, but instead create a niche for himself.

With a GMAT score of 98 percentile worldwide, he got letters from Wharton, LSB & Harvard. Though he chose Harvard their board advised that he become an entrepreneur instead of a Manager. He took their advice, achieved entrepreneurial success and proved them right.

In 2014, the real estate sector was plagued by unethical practices leading to decline of customer trust. There was a huge need for trusted, transparent and

ethical realtors, who deliver as committed. Ashish did just that through his company the "G Group"

SUCCESSFUL & UNIQUE PROJECTS BY ASHISH

Lavanya: Ashish's maiden venture of residential layout lands, was an instant hit. Unlike other realtors, in 2014, Lavanya conducted 100% business through bank transactions and opened a project for Government audit ensuring 100% transparency. Lavanya's six successful phases, all complete & delivered on time, created a cus tomer base of 1500 for G Group.

Grand Bazaar, Odisha: Eastern India's largest hub for textile trade. This sold out project, meets the need of the trader community for a modern working space, (contrary to inefficient Mandis) with minimal op-ex will be ready by

Grand Awaas, Odisha: A 10 lac sq ft premium residential condominium, the main focus being on Vastu, ventilation & functionality. Sheer customer goodwill helped sell 90% of the project within 2 months of its public announcement and without a single advertisement.

Grand River Walk, Odisha: A premium mall being designed by Bentel architects of South Africa. The fact that Odisha's first PVR, Shoppers Stop & several reputed brands have signed up at design stage, indicates Ashish's entrepreneurial gut feel.

Physiotherapy city, Olatpur: A supporting ecosystem adjacent to SVNIRTAR at Olatpur. To cater to the myriad physiotherapy needs of patients visiting SVNIRTAR all vear round. Ashish's CSR initia-

FAMILY OF PROFESSIONALS

The G Group is zero-debt, consumer driven, research backed, 100% transparent company with a customer base in real estate of 1700 in 3 years.

ShriKashi, with the coming together of a visionary young leader, the professional G Group, the best brains in the field, spiritual gurus and supporting government bodies, promises to be a landmark tribute to the greatness of

The swearing in of the new government in the state acted as the final impetus to my long cherished dream of Om Namah Shivaay" Ashish Garg, Managing Director, G-Group

For more information log on to;



Optimize your digital media presence with this 360 degree digital marketing agency

ansaa Digiventures is a 360 degree digital marketing agency which partners with businesses to spearhead strategy and execution of their digital and social media initiatives. They are experts in integrating search engine marketing & social media interaction to build a synergic brand value for their clients. They are proficient in areas as diverse as search engine optimization, social media marketing, online marketing and sales optimization.

Hansaa is a formidable name, when it comes to integrating search engine optimization and social media marketing, a key for any business these days. They help in bridging the gap between objectives and reality for their clients and assist them in getting the desired results. Currently, they are helping over 80 companies to increase their consumer loyalty and find new customers online.

Shripal Gandhi the C.E.O. of Hansaa Digiventures is one of the most looked upon names in the social media circles. He has been active on social media from its nascent stage, almost a decade ago.

digital marketing agency and being one of the most respected internet marketing agency we want to change the way businesses speak, listen and share online. We have been in the business long enough to help businesses turn objectives into realities in creative, strategic and measurable ways. Our team develops effective strategies for forward thinking companies and we

have a proven track record in

increasing search engine rank-

ings", says Shripal Gandhi

we are a full services



Customer Support

Recognition

HR Helpdesk

Hiring Assistant

Skilling Assistant

For more information contact: 02652385858 M1. Parshwa Complex. Beside State Bank of India. Ellora Park Main Road, Vadodara - 390023, Gujarat.

> C-805 Titanium City Centre, Near Sachin Towers, Satellite Road, Ahmedabad - 380015. Gujarat

Email: info@hansaadigiventures.com

Visit: www.hansaadigiventures.com

Your AI workforce is here



echnology innovation has always defined how companies drive new processes and roles that push for better engagement with their users at lower costs and better efficiency. Business functions such as customer support, employee engagement, reseller support, marketing information systems, are impacted by the inherent limitations of the human resources involved, with cost, scale and quality of information collected and disseminated being a challenge. All this is now changing thanks to AI-NLP assistants (NLPBOTS) from Light Information Systems. NLPBOTS understand the domain and the

stake holder language, making it easy to automate, manage and scale simple to complex interactions for an enterprise.

The team at Light started four and a half years ago with a vision to make man-machine interactions more intuitive and natural, and their R&D in the area of AI & NLP today helps NLPBOTS solve this problem of Natural Language Understanding off the bat, ensuring their bots are capable of manging a

conversation quite efficiently. More than 40 propreitory algorithms work behind the scenes, helping the bot to semantically understand the users input, classify, score and relate to the structured and non-structured data available, and repond to the user.

Companies have had underwhelming experiences with Chatbots due to issues with the systems limitation in handling natural conversation, relevance based on topic and language, and the overhead of having to script intent based user interactions. All these limitations disappear with the semantic understanding algorithms and complex neural networks powering NLPBOTS.

The core capabilities of NLPBOTS has resulted in

them being deployed across various processes in businesses, where user interactions are paramount. The bots drive huge savings in costs for functions such as Customer Care, Technical Support, Employee engagement, etc.

To illustrate, in the case of HR, NLPBOTS HR assistant automates the complete hiring process starting with defining the job description, searching

for candidates, engaging the candidates in a conversation, to shortlisting and scheduling an interview once the candidate shows interest. Once the candidate is hired, the AI continues to

help the employee with his/her skilling journey, with recommendations Al assistants for SALES, on skills to learn to meet their career **SUPPORT, HR** aspirations. The assistant also acts as a helpdesk where any employee Shopping Assistants of the organization can ask about Recommendation Engines policy, personal or HR related queries. • Image Identification

> entire user lifecycle within the enter-NLPBots provide a highly satisfying customer experience owing to the

In a nutshell, the AI manages the

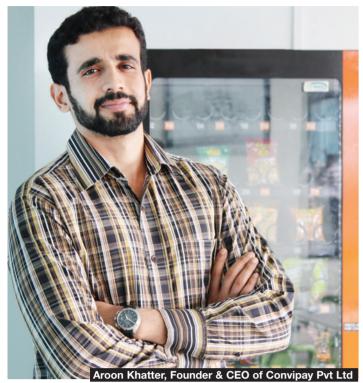
fact that they have the ability to respond instantly whilst also providing conversational assistance for higher engagement across channels. "With NLPBOTS, enterprises can engage their users in their favourite channels including social media platforms without any human assistance, thus making it an essential part of the enterprise omnichannel strategy", elaborates Sanjeev T Menon, CEO,

Light Information Systems. A lot of our conversatons in our personal and professional lives will be with machines that understand our language and know our preferences

For more information contact team NLPBOTS at Light Information Systems. www.nlpbots.com

Convipay: Revolutionizing the ONTHERUN, 100% world of vending, globally

An integrated solution for each stakeholder in the vending ecosystem, Convipay is all set to make cashless, touch-free product dispensing a happy reality



t's past midnight. You're at a hospital attending to a sick friend. You sure could do with a hot cup of coffee from the vending machine-except that you're out of coins! No one around to ask for help either! But what if you could make it work--with the help of a simple app on your phone that makes it possible to get your coffee?

Without a doubt, Convipay, the comprehensive digital solution for the entire vending eco-system, the brainchild of CEO and founder Aroon Khatter, is all set to change the way vending

ware architects, data engineers, UI

(user interface), and UX (user experi-

ence) are the most difficult to fill for compa-

nies. The number of active candidates pres-

ent for these roles is less than half the

demand. These niche positions are popular

across industries, but the majority of the

demand comes from the IT sector, according

recruitment sources, including Naukri,

Glassdoor, Comscore, Google trends,

Nasscom, GitHub and Twitter, apart from its

own platform, to cumulate the demand and

supply for various job positions and gener-

For some skills, mostly older ones, supply

exceeds demand. These include positions

like Java developer. AutoCAD (a drawing

software skill needed in the manufacturing

industry), micro-controller programming

(an electronics skill), and solutions architect

(a consumer-facing skill). In some of these

HackerRank, another technical recruit-

ment platform, has seen similar results.

"Any role which requires drawing intelli-

gence from data is hard to hire for. UI, UX

have been there for some time, but because

they are needed across sectors like retail and

manufacturing, the demand goes up. Any

company not hiring in these roles will

become a dinosaur after five to seven years,"

HackerRank's co-founder and CTO

cases, supply is almost twice the demand.

The platform looked at data from various

to online recruitment firm Belong

ate a talent supply index

Data engineers, digital marketers,

India

software architects most difficult to hire

Harishankar Karunanidhi said. Cisco.

companies the platform works with.

Quora, and VMware are among the 1,000

to find good quality candidates for these

roles outside the company, while existing

employees are getting redundant. "Almost

70% of the software people in organisations

cannot be upgraded to these newer skills.

Out of the 100 resumes we get, only 3-4 would

be qualified," says Krish Lakshmikanth.

CEO of recruitment firm Head Hunters

Job positions in AI (artificial intelli-

gence), machine learning, robotics, digital

marketing, and social media are other posi-

tions where demand exceeds supply

Lakshmikanth attributes the gap to the

nascency of these roles. "Some of these roles

started emerging less than two years ago,

Most colleges have not added these newer

courses into their curriculum, so the gap is

filled currently only by certification courses

by independent platforms. "Many colleges

teach only Java as a programming language,

so you would find many folks in that area. As

for the rest of the skills, they have to pick up

on their own and not many will do that. The

supply problem starts there," says

HackerRank's Karunanidhi. However, he

adds that a few colleges like NSIT (Netaji

Subhas Institute of Technology), and IIIT-

Hyderabad have started including AI and

machine learning in their courses.

HR experts say companies are struggling

machines operate as a retail channel, globally.

The Convipay story was first scripted in 2015 when Aroon's Swedish friend saw a coin operated machine for sanitary napkins, and mentioned the need for a cashless/mobile operated vending solution for a country like India. "That got me thinking. I realized how limited the use of vending machines was globally, since it could be largely operated through coin and currency,'

This is how Convipay works, the hardware is installed in an existing vending machine. You make a transaction with an app. Within seconds, you get your beverage, touch-free. Simultaneously, an analytical platform makes inventory and sales management smarter "We have a robust growing patent portfolio to continuously deliver value to our customers", says Aroon.

"Though there are 16 million machines worldwide, less than 5 per cent allow cashless transactions. Not only will Convipay change this, but will gradually widen the scope from beverages to food, fuel, water and medicines," says Chairperson Anshoo Gaur, ex-President and CEO of Amdocs India, who came on-board in 2016 and took Convipay from a cashless system to a holistic technology solution.

Dr Charudatta Palwe has provided angel investment to Convipay, taking it from strength to strength.

The first Convipay launch in India with the world's largest cola manufacturer saw sales up by 50 per cent within a week of its installation, and the numbers have now stabilized around that level. The next roll-out is with a Swiss multinational food giant to ramp up their coffee vending business.

"It has the potential to revolutionize the world of vending as we know it on an unprecedented global scale. By 2022, our vision is to include 50 per cent of all automated vending transactions on Convipay. To that end, we are raising funds to fuel our aggressive global expansion," closes Aroon.

For more information log on to: Website: www.convipay.com

The compensations too tend to be higher

where skills are in short supply. "All these jobs

fetch a premium of 25-35% over what a regu-

lar software developer earns," says Ronesh

says the salary would be almost 1.5 times

that of a regular engineer. "For each year of

experience, the compensation for these roles

would see an increase of Rs 2.5 lakh - Rs 2.75

hire freshers with 40% of the actual required

skill and then train them along with the job

"Many companies invest in training fresh

ers," says Sreedharan. Existing employees

too are made to go through compulsory boot

camps and are expected to pass the courses.

training are expected to get a project within

six months. "If they don't, it usually leads to

termination of the job," says Head Hunters'

a lot of MNCs enter India to set up global

in-house centres, and they usually have a

target for hiring. "But often they have no

idea about the supply of talent and many such targets are not fulfilled," he says,

explaining why he created the talent supply

index. He also says that for hiring the newer

kinds of talent that is in short supply, com-

panies have to actively sell themselves to

- Shalina Pillai & Anand J

Vijay Sharma, co-founder of Belong, says

Lakshmikanth.

good candidates.

In many cases, engineers who undergo

The shortage is persuading companies to

Vinod Sreedharan, an HR consultant,

Puri. MD of search firm Executive Access.

Natural Health Food

snack for busy, health-aware Indians Stayfit Enterprize makes food products to address this demand under the brand ONTHERUN. Started by Shilpa Phadke in a small facility in Pune, ONTHERUN products are now manufactured in a ISO 9001 certified facility in Navi Mumbai. Shilpa says, "We at Stayfit are firm believers of nutrition through natural food and therefore we use ingredients in their natural form. ONTHERUN energy bars and granola launched after deliberation and research for two years. The Products are relished and trusted by our consumers because they get what they read on the labels and we insist that they do read



the labels! We plan to extend the category with exciting new products in the coming months. Stayfit Enterprize recently announced its association with fitness evangelist and ultra-endurance

by one and all for his amazing fitness at 50. ONTHERUN aims to connect & reach out to a wider spectrum of audience through him. While this market is relatively nascent, the country is going to see an exponential growth in health food products"

Stayfit's product roadmap includes products in the mid meal category which will appeal to people who are on the move and tend to skip or delay the meals. Stayfit is targeting revenue of upto 3Cr this year and has plans to invest 25-30cr in next 2 years on new products launches, distribution network and marketing. ONTHERUN energy bars are currently available in 6 variants - Fig & Date, Caffeine Rush, Prune & Raisin, Hazelnut Magic, Ginger Crunch, Oats & Apricot. All products are free of Sugar, preservatives and gluten. The fruity granola is available in Cinnamon Apple and Zesty Orange

> For more information visit: www.ontherun.in or write on info@ontherun.in

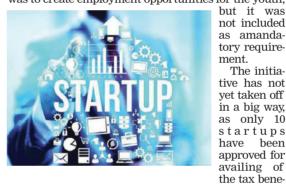
Companies will have to declare job creation estimates to avail benefits under Startup India

ompanies eveing benefits under the Startup India programme will soon have to declare upfront how many jobs they will create in order to qualify as the government moves to make employment generation the guiding principle for all its major

programmes We will soon notify the new definition for startups, which goes beyond innovation," a senior government official said. Innovation is currently the main criterion for startups to qualify for benefits such as tax holidays and fast-track patent filing under Startup India.

To qualify as a startup under the new definition, an entity would have to declare its job creation target and meet certain financial standards besides having a certain level of innovation in its product or service. "We will do our own scrutiny at the time of examination of applications for giving the tax benefits," the official

When PM Narendra Modi launched the Startup India initiative in January 2016, one of its main thrusts was to create employment opportunities for the youth,



fit by an inter-ministerial board.

DIPP has recognised 798 applications as startups but not given them the tax benefit. Companies incorporated after March 31, 2016, could avail of a three-year tax holiday in the first seven years of their existence under the Startup India initiative.

To relax the norms for availing of the scheme, the Department of Industrial Policy and Promotion (DIPP) has decided to do away with the certification each startup was supposed to get from a government-recognised incubator on its innovation capabilities to be eligible for Startup India benefits.

DIPP has also sought to increase the maximum age for classifying a biotechnology or a medical devices firm as a startup to 8-10 years from the current five years. This has been suggested on the grounds that companies in these two sectors have a longer gestation period. Startups are expected to create 250,000 jobs in India by 2020, up from 80,000 now, according to a Nasscom report.

- Ruchika Chitravanshi

The initia-

A New Order

JOB CREATION TO BE MADE PART OF NEW DEFINITION

Startups to state total hiring plans

Thrust moves from 'innovation only'



STORY SO FAR

DIPP has recognised **798** startups

so far

Only 10 startups eligible for tax benefits



Complying with definition must to get incentives

HUGE POTENTIAL

Startups to create 250,000 jobs in India by 2020

Current estimate of jobs created: 80,000

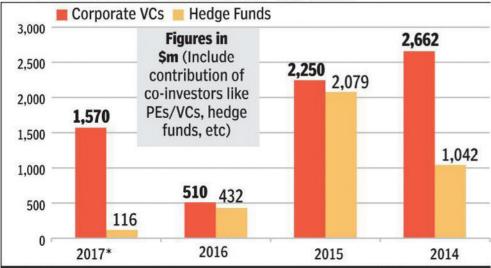
Chinese, US tech companies re-energise Indian startups

driven by Chineseand US tech companies. In 2015, it was the hedge funds and pension funds that played a big role in the large funding rounds, and it was their retreat that led to the slowdown of 2016. But now, corporate funds have come to the rescue of select startups in the coun-

Microsoft, Tencent and eBay led Flipkart's recent \$1.4 billion funding. SoftBank is bankrolling Oyo and Ola. Tencent put money in Practo again this year. Alibaba infused more cash into Paytm late last year and again this year while logistics startup Delhivery has raised funds from Chinese firm Fosun. In the second half of last



THE GREAT FUNDING GAME



*In first 4 months Source: Venture Intelligence

"Microsoft and Tencent look for strategic opportunities and have a 15-20 year cycle. This is in line with the general optimism of India as a market. Hedge funds are opportunistic and invested in the Indian market because of the fear of missing out a great opportunity," said Rutvik Doshi, director at VC firm Inventus Capital Partners. He said it's good the correction has happened quickly. He described the 2015 hedge fund boom as India's version of the dotcom boom. "The hedge funds came to India at a time when the consumer industry over-estimated India's market size, as well as the growth prospects of the Indian online consumer companies," Doshi said.

Funding led by corporates rose to \$1.6 billion in the first four months of 2017, from just \$510 million in the whole of last year, as per estimates by startup research firm Venture Intelligence. On the other hand, funding led by hedge funds peaked at \$2 billion 2015, came down to \$432 million last year and was \$116 million in the first four months of this year. There is a similar drop in participation of family offices, pension funds and sovereign

Companies like Flipkart and Ola raised substantial amounts from hedge funds during 2014 and 2015, but once the competition turned the heat on them, none of these investors came back for another round of funding. "They saw putting more funds as risky as it was a money game for them and not strategic," said a venture capital investor who did not wish to be identified. "A corporate fund will back you even when the odds are against you," he added, citing the case of SoftBank's continued backing of Ola and Oyo.

However, Karan Mohla, executive director and head of consumer media and technology sector at IDG Ventures India, said that not all of the hedge funds are on their way out. "Once a few more consumer companies scale, these funds will come back to the market," he said.

India has more startup incubators than Israel

30 incubators in educational institutions last year under the Startup Indiaprogramme has enabled India to surpass Israel as the country with the third highest number ofstartup incubators and accelerators.

India now has 140 such institutions, ahead of Israel's 130, says a report by IT industry body Nasscom and consulting firm Zinnov. India added 40 new incubators accelerators in 2016. China and the US have the highest numbers.

Incubators and accelerators perform the critical function of giving founders clear direction and advice on what is working and

US over

1,500

**China and US

what is not. Some accelerators also help

startups to find customers and funding. The

US has more than 1.500 incubators-accelera-

valuations, but build remarkable companies

that solve problems," Sangeeta Gupta, senior

"Our aim was not to create billion-dollar

have highest

numbers

PLAYING CATCH-UP

India

140

Israel

130

India added

in 2016

Source: Report by Nasscom/ Zinnov

40 incubators



vice-president at Nasscom, told TOI. Nasscom too incubates startups through its Startup Warehouses in different cities. "The Indian startup ecosystem is at a growing stage,

where accelerators and incubators are also maturing along with the ecosystem," Gupta

The report said that more than 50% of the institutions were outside the metro cities,

thus helping startups to be created and nurtured across the country. The report contrasted this with the UK, where 60% of the institutions were in London. "Some 66% of the incubators established in 2016 were in tier 2and 3 towns," Gupta said. Around 50% of the incuba-

tors are in academic institutions, like IIT-Madras' Rural Technology and Business Incubator (RTBI) or IIM-Ahmedabad's Centre Innovation Incubation and Entrepreneurship

Around 10% of the incubators and accelerators are supported by corporates like PayPal, Target, SAP Labs, Cisco, Microsoft and Airbus. Government supported institutions include Kochi's SmartCity, T-Hub of Telangana and Nasscom's Warehouses.

— Anand J

Organic Skin Care - The Future

Organic Harvest started a revolution-'Safe Skin'

ccording to Rahul Agarwal, innovation always captures his fascination and believes that an idea should be terrific enough to lose sleep over and with this belief he decided to take a plunge into the personal care industry. Realizing the amount of potentially harmful chemicals hiding in everyday products, particularly cosmetics and skincare products, and due to his strong belief that chemicals are for laundry and not for the skin, he initiated on introducing a mild and natural way to restore the beauty of

human skin. Four years ago, he started a revolution called "Safe skin" Today a majority of consumers are looking for good quality products, free from harsh chemicals, at affordable price. Organic Harvest products qualify



these three categories offering customers safe. chemical free products at a substantiate price point where the masses can afford it. All Organic Harvest products swears by its organic ingredients that are certified by global organizations like EcoCert, OneCert & Natrue, without using Parabens, Phthalates, mineral oil, PABA, petrolatum, paraffin or animal ingredients.

The concept of using organic products for long term benefits to the skin and body was first adopted in the West and Indians have very recently woken up to this phenomenon. This is quite evident from the global demand for organic personal care products which is expected to reach \$13.2 billion by 2018, growing at a CAGR of 9.6% from 2012 to 2018. However, in India the organic segment is growing at a rate of 15-20% a year, which is reportedly much faster than the overall cosmetics industry. Being one of the very few

domestic players among a host of international brands, and also the first ones to offer a complete range of organic personal products, Organic Harvest has set its foot globally to cater to the rising



untapped yet potential market.

Organic Harvest started off with 30 outlets and today has over 7,000 outlets across the country. Expanding globally in markets like Dubai and Bangladesh, the brand is soon to enter other GCC and South East Asian countries.

> For more information log on: www.organicharvest.in

MEVOLIFE - THE ABSOLUTE FITNESS

follower myself, I started trying out various fitness apps available, used few and was hooked on for some time. There was no way to sync the fragmented data and all this became overwhelming, & stopped making any sense. Since this frustration coincided with my point of expertise professionally, I decided to throw in the towel on the existing apps, determined to solve this problem once and for all, for the good of myself & a better and healthier society. This is how it all started," says Khyati Mahajan, Founder & CEO, Mevolife.

MEVOLIFE - THE APP

Mevolife is a true all roundfitness coach that makes it easy and fun to get you fit. The Mevolife Free App, overflowingwith fitness challenges, healthy recipes, Diet Plans, the opportunity to earn and not to mention the active Fitness community; the support, inspiration & fun elements makes getting fit an obvious lifestyle choice for all. The unique rewards mechanism allows users to earn points as they workout. which can be exchanged for awesome Mevolife fitness gear

apparels, bags and sippers. The range was launched by the brand ambassador Lauren Gottlieb of ABCD, ABCD 2 & Jhalak Dikhlaa Jaa fame, & will be available on all leading e-commerce platforms from July 2017.

MEVOLIFE – THE CLUB

MevoClub is a self-regulated, on the go digital platform created for fitness experts and gyms.





Khyati Manish Mahajan, Founder of Mevolife

The platform brings together experts with the fitness users. where fitness sessions and advise can be exchanged, providing an active marketplace for

MEVOLIFE - THE SPONSOR

Mevolife has participated in various fitness events like Runs, Yoga, Zumba etc. and look forward to participate in many more in the coming

Get MevoLife App at various mobile application THE ROADMAP 'Fitness is more than a hobby, more than a lifestyle, more than a business.

Website – www.mevolife.com Email – hello@mevolife.com

Fitness is Life-Absolutely Started in 2016 by Khyati Manish Mahajan, MevoLife is a digital fitness StartUp providing software & App development solutions for the Consumers as well as the business specifically for the fitness market. Based in US and India,the team is run by CEO Khyati while the strategic direction is provided by Manish.The Company has received seed investment to the value of USD 750,000 and are currently seeking about USD 10M for future developments, global Marketing and new territory launches.



Yerha.com aims to clock 100 Cr revenue by 2022

and yet when it comes to technology and hardware no company is addressing the alterations being made to the mobile lifestyle in India. That is where Yerha.com came in and swept the market in the realm of consumer electronics - mainly Mobile & Mobile Accessories.

Yerha.com is a new age e-tail website that excels in bringing the latest in technology to India. The site is gaining popularity due to its niche products and

exclusive partnerships. Known for being one of the few companies in India to bring kickstarter projects to life on the Indian soil, Yerha have set

their eyes on the new emerging line of business of the Anti-Smart Phones. They specialized in launching Anti-Smart Feature Phones in India which has a new ring to it. These phones are the best amalgamation of the smart and feature phones. Being much smarter & good looking than feature phones and completely free from the hassle of the much-complicated smartphones of today, Anti Smart phones are the

best companions of Smartphones. Yerha is a brainchild of a team with great business acumen; passionate about finding, curating and reviewing the latest in technology. Conceptualised in 2014, Yerha.com started operations in 2015 and have generated close to 15-20 Cr of orders in India. Their 5 year plans are not short of hitting the 100 Cr mark very soon in the coming years. They plan to expand their product categories from Mobile, Mobile Accessories, Smart Home Automation, Home Décor & lifestyle and aim to increase their potential shipping locations to reach further out to the emerging rural areas of

> Citing this, Mani Kant Jain founder of Yerha.com, a completely bootstrapped start-up, has revealed that they are aiming to close funding around \$5Mn.

"At Yerha, we endorse novelty and propose diversity. Our vision is to channel innovative ideas and bring them to market enabling the world around us to be a better place to live in. We are on a quest to simplifying everything, so that you can focus on your loved ones and things that matter the most. Our continuous effort is to enable the Indian market access to the latest in technology today. We strive to bring to market the latest gadget, product or invention in the world. The much sought after team aims to capture the buzz around the technology market round the clock so that we can bring to you products from tomorrow,'



The ever 'Green'

mantra for the future!



t is rare when a business is integrated with 'social responsibility' and has a vision to create a better future. Mantras Green Resources Ltd., a Nashik-based company, is committed to combat the greatest challenge of climate change and environment with its state-ofthe art technology. MGRL is an ISO

9001:2008 & OHSAS 18001:2007 certified company.

Engaged in providing complete range of consultancy services for environmental Impact Assessment (EIA) studies and several other environment related projects.Mantra Green Resources Ltd. has made rapid strides as a professionally

managed organization. Under the leadership of their founder Dr. U. K. Sharma, a doctorate (Ph.D.) in Environmental Science and M.Sc. in Environmental Science; his sharp business acumen and visionary approach has placed them among top notch organizations in the market. He has received several awards, honors and accolades throughout his career for his exemplary contri-

Their special services include Environmental Clearance (EC) from MoEF&CC Central and State Level Authority, Environment Impact Assessment (EIA) Studies, Environmental Pollution Control Systems at Industry & Residential.

They are one of the prime environmental engineering service providers in India that includes design, supply, erection and commissioning. The structural and mechanical engineering services offered by them are widely appreciated by the clients as they offer the most innovative, latest and cost effective technologies. The projects undertaken by their Engineering division are, Effluent treatment plant (ETP), Sewage treatment Plant (STP), Solid Waste Management (SWM), etc. In addition to this, they offer consultancy services for Environmental Management Plan (EMP), Post Environment Clearance Compliance Reports, Disaster Management Plan (DMP), Risk Assessment (RA) Studies, Environmental Audit Reports (EA), Feasibility Studies and Treatability Studies for estabtreatment of Recently, they patented their Biodigester to treat wet solid waste. They are also offering Bio-Composter to treat kitchen waste at the generating station which can reduce pollution load on the local

They have gained comprehensive knowledge about various aspects of

green building & rating systems. They offer services to facilitate various green building certifications applicable for residential, commercial, institutional and factory build-Having pan-India operations with

branches in Kalyan, Mumbai, Pune, Aurangabad, Hyderabad, Delhi & Jaipur, Mantras Green Resources Ltd. has also extended its operations internationally to the Middle East and Central Asia. This come in view of its huge credentials like being the QCI/NABET accredited EIA consultant company for 13 sectors which are: 1.Thermal Power Plants 2. Distillery 3.Metallurgical Industry 4.Synthetic Organic Chemical Industry 5.Mineral Beneficiation including Pelletization 6.Township & Area Development 7.Building & large Construction Projects. 8. Common Municipal Solid Waste Management 9. Coal Washeries 10. Mining of Minerals including Opencast/ Underground Mining 11. River Valley, Hydel, Drainage & Irrigation Projects. 12.Sugar Industry 13. Cement Plants.

If we want to create a better future, give a better life to our future generations and save our environment, we need more and more entrepreneurial initiatives like Mantras Green Resources. It is a matter of pride that Nashik has such a company hosted in its surroundings that can not only benefit the region but the entire country.

For more information contact: **Mantras Green Resources** lst floor, NICE sankul ITI Signal, Satpur MIDC, Nashik -422007, Maharashtra, India. email: info@mantrasresources.

call:0253-2355665, 0253- 2355086 Toll Free No.:1800-233 -5565. www.mantrasresources.com

VASTU CORRECTIONS WITHOUT DEMOLITIONS

oday, Shastra gained popularity among many. Keeping this in mind, internationally renowned Vastu expert Vimal Jhajharia and his son Vikas Jhajharia have made a revolution in the field of Vastu Shastra. They have used their famous Vastu Shankha Yantra, a divine gift from Guruji Swami Murghanandji, a great Himalayan Yogi, to rectify existing houses, offices and factories without any changes or demo-

Vikas, an MBA from Vimal Jhajharia Australia, is the third generation to perform Vastu Shastra. He says, "After placing the yantras in industry premises, the production capacity increases, labour issues are resolved and sales orders start pouring in. An increasing number of factories, offices and MNCs are cautiously using the Vastu Shankha

Yantra to maximize their profit-Speaking about the Vastu Shankha Yantra, Dhiraj Agarwal, a prominent industrialist, said, "We have a factory which was not doing well. Though we were earning profits, the money was not stable. When I showed the factory to Vimalji and Vikasji, we came to realise that the placement of our machines was wrong according to the principles of Vastu. Also, there were more windows



Dubai - Most Influential Indian Vastu



their famous Shankh Yantras at different locations to rectify this defect without any demolition or changes "Slowly and gradually the problems started diminishing. Our sales started increasing and money started accumulating. Now I consult them for all our existing

Dhiraj further said

offices and houses. The best part is that they don't suggest any kind of demolition or changes to the existing premises," informs

This ability has earned Vimal and Vikas faith and praise of millions of people in more than 40 countries, including USA, UK, Australia, Canada, Asian countries, South Africa, UAE, and South America.

For more details contact: 8017793423 Website: www.vastukalp.com jhajhariavikas@hotmail.com

A Promising Brand, Making It Big!

ounder of Telephone Shoppees Agebia Sharrma credits the success of his venture to the teamwork between his better half Sonale Sharrma and himself, and to the fact that he is an engineer too which helps to service the customers better. The brand values its achievements not with respect to profitability but in terms of constantly evolving 1) Innovation, 2) Retaining

Customers and 3) Being able to provide a convenient shopping experience for their patrons.

With this customer centric approach, it's no surprise that Telephone Shoppees is growing leaps and bounds, spread across 9 locations and having 10 branches with an aim to provide a one stop solution to all cell phone and accessories related requirements.

The team has proactively tied up with a manufacturing unit that customises as per their requirement and provides the latest in design and trend for their exclusive mobile accessory brand "JINEEZ" which was set up three and a half years back to give their loyal patrons quality products at best of the

Being one of the pioneers Sonale Sharrma in the field, they decided to have a vertical that caters to bulk orders, repeated service and attractive deals for their corporate clients. With a view to be available for their customers easily and to



have a vast reach, 1st Jan 2015, marked the digital presence of the brand online. For more information log on to: www.telephoneshoppees.com

Going past the tactical approach to give the consumers a different experience

Because being fit is the

new success mantra

tarted in Pune, MultiFit - a progressive venture of MultiFit Wellness Private Limited- is India's fastest growing functional fitness studio brand. At its heart, it is

a large format state-of-the-art calisthenics based functional fitness studio brand.

Founders, Dr. Samir Kapoor and International Athlete Sally Jones, both fitness enthusiast and professionals turned Entrepreneurs, are of the strong belief that 'a healthy body facilitates an active mind and helps us apply ourselves to our highest potential.' This simple fact, they believe, becomes even more critical in a rapidly urbanizing young country like India, where high stress levels are on an exponential rise. Interestingly, the fitness penetration here is only 0.5% as compared to double-digit figures in the US & UK. India today is a health time bomb waiting to explode.

Having identified this need and having recognized the potential of an industry, which should hit INR 7000 crore mark and grow 25-fold over the next 25 years, Samir and Sally decided to take the plunge and have since molded MultiFit around the vision of propagating the culture of fitness while providing patrons with the right kind of fitness, enabling them to obtain a perfect balance of mind-body-soul, while making their workout more effective and enjoyable.

Driven by its highly qualified and experienced trainers, MultiFit has emerged as a big hit with fitness enthusiasts, investors and franchisee's alike. What is interesting here is, that all the franchise partners till date have been MultiFiter's first before signing their franchise deals. The brands comparatively relatively-low Capex & Opex model has only added to its magic of wealth & health creation at the same time.

Launched in 2015, presently, MultiFit successfully operates a growing chain of 12 fitness studios in different cities of India, with about an equal number of launches, including that of its first international studio in Manchester (UK), planned before the end of





Cold-Pressed Startup

ered to be the healthiest component of daily breakfast, and even otherwise. But, is your 'Fruit Juice' healthy enough? Does it still have the nutrition that you are seeking from it? Is it making you healthy or adding your calories? An Ahmedabad-based Startup, 'Satvaras', has all your answers.

Satvaras has come up with a 'Cold-Pressed' juice option. But what is the significance of a 'cold-pressed' juice? The juice made by centrifugal mixers in households. The problem with juice is that it oxidizes quickly and degrades fast. Also, all the

packaged juices available in the market are also 'hot pasteurized' with not natural nutrients. On the other hand, 'cold-pressed' juice is a very healthy option. 'Satvaras' has tapped into this space and positioned itself as a



natural, 'cold-pressed' juice manufacturing company.

Striking the cord with all the healthenthusiasts of Ahmedabad, Satvaras has carved the concept of 'Drink without Guilt'. 'Satvaras' juices are pro

cessed every day and delivered fresh to its customers. They have launched a Mobile App for ordering and have a subscriptionbased model. This gives them an exact quantity to be delivered daily and so accordingly it is made as per the order. Satvaras is packaged in special 200ml bottles. Each bottle is competitively priced at Rs.75, with subscriptions starting from as low as Rs.1500. The usage can be as per the convenience of the customer.

Launched in January 2017, they have touched based with more than 1000 customers through trials packs and subscriptions. The base is growing day-by-day. The best part is that the fresh juice is home-delivered the customers. Satvaras installs special boxes at customer location where the bottles can be delivered every morning between 5am to 7am.

Dharmik Patel, an IT professional and one of the partners of

Satvaras, impressed by the idea of cold-pressed juices available in USA and UK. He thought of bringing this concept to India. The greatest challenge was the hot climate and so the whole concept of fresh juice delivery was conceived. Along with Dharmik, Sweety Patel, Krunal Patel and Aavkar Raval are partners of this amazing venture.

While Satvaras is creating a 'healthy juice' culture, it has presented a healthy nutrition option for Vegans. Satvaras is sure to go a long way in com-

> For more information log on to: visit: www.satvaras.com email: support@satvaras.com or call:18002332336

Cleaning up your Clothes

Second skin getting the best results with German techniques

click away. But did you know that internet can even help you take care of your laundry? Yes, it unquestionably can! Cleanmax Laundromart is an Indore based entrepreneurial venture that has literally brought forth the concept of 'online laundering' in Central India. It is one of the first synchronized start-up for laundry which employees advanced German technology.

WHAT EXACTLY IS CLEANMAX

LAUNDROMART? It is an enterprise that renders online laundering services to homes, hotels and hospitals. They have an application for both Android and Apple users through which customers can take the benefit of their services. Their core services include washing, extracting, drying, dry cleaning, ironing and anti-bacterial

HOW DOES IT WORK? Well, the

process is really simple. Once you download the app, you book an order for your garbs,

Somil Mata Faliciated by Lions Club

experts using world-class German technology. Once the processing is done, your clothes are properly packed and delivered back to your doorstep. All this for an absolute minimal cost and no additional Giving us insights on the venture, Somil Matta, said, "Our clothes demand

proper care and the local laundry units lack both the expertise and proper technique. Each fabric needs to be treated differently, just like a disease, else our clothes won't survive for long; and that is what we do. We are like doctors for clothes'. Additionally, I would like to thank Leo Club

District 323 for their appreciation; and our customers of course. With their support, we will soon

bring a revolution in the industry."



Cleanmax Laundromart- Digital

For more details, visit: www.cleanmaxlaundromat.com info@cleanmaxlaundromat.com. contact: +919165400077

WORLD ENVIRONMENT DAY SOCIAL INITIATIVE

From World Environment, Cleanmax Laundromart has brought a number of reforms in the way they work, some of

- Usage of renewable energy sources like solar energy for day to day operations
- Launching delivery through battery rikshaws, thereby going
- In collaboration with NGO Jwala, which toils for the empowerment of women, they have started manufacturing environment friendly paper and cloth bags, and using the same for packaging of the clothes



MvGreen Mart:

The organic world at your door step

ating organic has, in the past couple of years, been looked upon as a luxury, a trend, a fad, however most people fail to realise that eating organic is the only way mankind will see a healthy future. Organic farming should be viewed as either complete black or white, a produce is either organic or not, there cannot be grey about it.

At the helm of natural reorganisation process in India is MyGreen Mart, a premier organisation to take up organic farming on scientific and corporate level. To breathe life into mission, they bring fore modern business practices, financial management and systems. They empower people with skill sets that have propensity of global scaling. At MyGreen Mart they follow fair trade practices and zealously adhere to community development, are in the form of contract farming with community grower groups, agro consultancy or product marketing. MyGreen Mart sources its fruits and veggies

from organically certified farmers and every piece of produce in the store can be traced back to its origin. It ensures complete transparency in

buying organic foods. MyGreen Mart is promoted by Steve, who completed his diploma in Environmental management [NILCM, Chennai]. He has an experience of 16 years in FMCG, material handling, packaging, farming and

IT. MyGreen Mart a proud ISO 9001: 2015, 14001: 2015, HACCP India Organic Certified Company. It only houses the healthiest organic fruits and veggies, free of any pesticide, fertilizer and genetic modification & therefore have higher nutrient and mineral content than regular produce.

Apart from fruits and veg-MyGreen Mart has a dedicated corner to organic beauty products, spices, flavoured fox nuts and organic salads. They are planning to launch organic clothing too. Offering fresh exotic vegetables with guarantee of high freshness and no chance of rot and decay. Some of fresh exotic vegetables, known for delicious taste and high nutrition value are baby corn, broccoli, lettuce, zucchini, capsicum, cabbage, jalapeno chilli, asparagus and many

MyGreen Mart introduces customised Hydroponics Solutions for kitchen gar-

den and commercial use. MyGreen Mart delivers across the country with the help of a wide network of channel partners, orders can be placed online

at www.mvgreenmart.in.



For more information contact: MyGreen Mart, Shop No. B-7, "Jaidev Apartment", Gondwana Square, Byramji Town, Nagpur - 440013 Tel: +91 - 712 - 6556622,Fax: +91 - 712 - 2546918 URL: www.mygreenmart.in E-mail: steve@mygreenmart.in



An Online Jewelry Brand With A Brilliant Home-Party **Business Model For Women**

'hile most of us are only focusing on the latest jewelry trends. some wise ones are also study ing the market intelligence of this industry.

The gems and jewellery sector contributes around 6-7 percent in the GDP of India. With a mission to let more smalltime business add to the Indian economy an online silver jewelry brand, SILgo.in is encouraging the non-working class of women to become SILgo agents, Dyuti. SILgo is the brainchild of entrepre neurs Bela Badhalia and Nitin Jain who are based out of Jaipur, one of the best jewel lery hubs in the country.

Developed on a work-fromhome model, SILgo lets women sell jewelry in their closed circles making them become financially independent. One can also choose to trade the jewels online after receiving training from SILgo experts on how to encash the rising

influence of social media. Badhalia says, "Our strategy is not only to let women become stronger financially, which is an issue in our country, but also to empower the local artisans. Our mission definitely includes vigorously acting upon Nitin Jain the 'Make in India' project." Apart from adding value to the society, the brand is enthusiastically joining hands with traders who understand the fast consumption taking place in the jewelry market. Jain adds, "The gems and jewelry sector in India can see many small players mushrooming every year. We see







GIVING WINGS TO IDEAS: FITT to work, from IIT Delhi

his is a column on India's most vibrant startup incubators and accelerators. These institutions are playing a vital role in mentoring and advising young and first-time entrepreneurs.

THE IDEA:

The industry-interface organisation at IIT Delhi - Foundation for

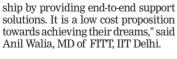
Innovation Transfer Technology (FITT) - helped create a technology business incubator unit to facilitate research spin-offs, as also to provide a startup platform for new age businesses to leverage the technology expertise at the Institute.

BENEFITS TO STARTUPS:

Infrastructure, mentorship, access

to IP and technology, access to investors and industry

"Ours is a developed ecosystem that nurtures techno-entrepreneur-



PROGRESS:

It has incubated 60 startups; 18 are currently resident; about 35 have received funding support

SUCCESS STORIES: KritiKal Solutions was

the first student-faculty led startup from IIT Delhi. It works in the area of embedded systems and computer imaging for national and

international clients. The company has over 150 customers across the globe. Medical tech startup Wrig Nanosystems raised funding of Rs 15 crore from Flipkart co-founders and others in 2015. Faros offers driver training simulators and has large cli ents like the Indian Army, Hero CSIR, Coca-Cola and Ashok Leyland. - TNN



Start-ups to boom in 2019 predicts ace astrologer

t is not only young Indian entrepreneurs who are making waves, even famous columnist and author, Anupam V Kapil is set to chart new territories and is very much a part of the start-up game, where ancient knowledge fused with technology is to provide transformational solutions to cli-

Anupam, best known for his popular daily horoscope column with Times of India, is India's first numerology columnist and Penguin author and India's only phonetic numerologist. According to Anupam, he was the only one who predicted the 9/11 New York, 26/11 Mumbai attacks and also those on Paris, Turkey, Britain, Germany. He correctly predicted rise and fall of Prime Ministers in India besides the Cricket World Cup. He says the future challenges

will be in Europe & the Middle East and predicts that India will be the safest country for business. Anupam appears frequently on

national TV channels. He is also a body language expert and graphologist. With 30 years of experience and having read hands and stars of the like of former PM Chandrashekhar, Mathew Hayden, Sanath Jaisurya, Rahul Dravid, Kareena Kapoor, Preity Zinta, Lara Dutta, Chandraswami Farah Khan, Annu Malick, Indian kabaddi team, Anupam is consulted by not only by celebrities but also the common man. Anupam himself is planning a start up on transformational journeys for guiding people based on their horoscope indications, as he says that the temple circuit in India is full of mediators and touts who exploit gullibility of visitors. People get wrong advice,

get conned and lose faith, he says this is a huge market for those with authentic knowledge. He plans integration of credible tie ups across the country in the ancient temple circuit for authentic travel plans, energising pooja's and remedies. A unique knowledge based gems/jewellery fashion tie up is being explored with a leading fashion designer.

Undoubtedly, adding social-aid to one's

mission is the ultimate key to growth

Anupam predicts that the startup business will see the big boom in 2019 when Jupiter aspects India's natal moon and lagna, besides 2019 adds to 3, ruled by Jupiter, the planet of knowledge and expansion. He adds that start-ups should be launched on a good number and muharat to see smooth growth, descending phases of the moon and tithis till the fourth phase of the moon and nakshatras which are Vipat, Sampat and Pratyak, must be avoided as they create needless obstacles and failures. The right name of company, numbers, colours as per one's stars are important for effective brand positioning and success.

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