

MARS Plus Team



## Mars Plus Wants to Turn India's Healthcare Ecosystem into One Big Integrated Hospital

What if the Doctor you choose to see is able to view all your medical history and past treatments? What if your lab orders and prescriptions are available at your finger tips and you can compare costs before taking them? What if every test and x-ray you take, magically appear on your and your Doctor's mobile? What if you don't have to retake a test just because you went to another Doctor?

MARS Plus has taken up the mission of providing an integrated platform for end-to-end healthcare management – connecting patients, doctors, hospitals and auxiliary healthcare networks such as the pharmacy, labs etc. Excerpts from an interview with Nilesh Vyas, Founder of MARS Plus, to know more about it.

### What is the idea behind MARS Plus?

Growing up in India and having spent more than 16 years in the US, I realized that the approach to health is vastly different in two countries. India's healthcare system is fragmented and largely paper based which causes delays in treatments, incorrect diagnosis, and hampers the overall quality of care.

There is a need for an integrated healthcare platform which can allow individuals to easily manage their health-life with complete control over their health history and healthcare options. MARS Plus is that solution!

MARS Plus offers a platform for doctors to help them better manage their practice. The MARS Plus mobile app for patients helps them maintain their complete medical history & data and also connects with Hospitals, Doctors, Investigation Centres and Medical stores. MARS also offers solutions for medical store management and lab management. For mid to large size hospitals, MARS offers an end-to-end hospital management system.

### What is unique about MARS Plus?

MARS Plus takes a holistic approach and is built ground up. The patient-centric design of the platform ensures that it drives patient ownership and provider accountability. With the cloud-based, mobile-first approach, we aim to make healthcare accessible anytime, anywhere, from any device.

### Do you think technology adoption, specially a solution like MARS will not pose any challenge?

Bigger hospitals and labs are already using computer systems and doctors are quiet tech-savvy today. They are using apps like WhatsApp and video conferencing for collaboration. They read medical journals online. However, we do realize that the change will not be overnight, and we have adopted some innovative approaches to ease the change. Just through the Pilot rollout in two cities, MARS already has 600 registered and 6500 listed doctors, 150 labs, 240 medical stores and approximately 50000 patient records.

### Tell us more about the team behind MARS?

Our executive team is a perfect balance of seasoned technology experts with experience in developing large scale enterprise applications in US and India's healthcare domain experts who have been involved in the IT management of leading large scale hospital chain in India. After living in the US for more than 16 years, I try to bring in a perspective of where we need to take the healthcare technology adoption in India through MARS.

### What is the plan forward?

We are planning for an aggressive pan-India rollout in 2017. While we have already raised a couple of rounds of funding, we are looking to raise series of funding in next few months.

## Diagnosis would now be just a click away

### Healthcare sees a new light with the rise of Diagnostics

Healthcare is all about treating, caring and comfort. But an important segment of this industry always proves to be tedious for patients and caregivers; Pathology. On one hand where facilities like e-commerce and applications have got world to our homes, while traveling to the pathology lab for tests and services still remain the same.

Technology has touched every facet of our life like never before. From food to medicines everything is delivered at the desired place and time. How come we still need to resort to our old method of visiting the lab when ill? But the scenario promises to change with introduction of radical services by Airmed Pathlabs.

The services offer to get the tests done at the convenience of home or office by just booking over call or online. Airmed Pathlabs app enabled for booking a test, view reports as well as personalized health

packages, health timeline and much more. Their state-of-the-art 24\*7 services ensure fastest blood collection and delivery of report.

The credits of this concept is due to the brilliant promoters of Airmed. The strength of the company lies in leveraging the technology to build logistics in healthcare. The knowledge and insight backed with years of experience has enabled them to enhance the reach of healthcare services simultaneously solving the problem of capacity for the industry.

Considering the market scenario this is the perfect time for Airmed to strike the market. Indian healthcare delivery industry was estimated approximately at INR 3.8 trillion in 2014-15, of which the diagnostics industry accounted for INR 377 billion. The diagnostics industry is growing at a CAGR of 16-17% approximately.

Investments in healthcare sector have a positive sentiment. The proposition by the company is quite unique given that it operates a hybrid structure both online and offline. This being the need of the hour, it is important to note that no other market player is offering same value proposition on a Pan India basis. The company is now backed by Brand Capital of Times Group. Under utilization of Diagnostics Industry by



approx. 70% has given rise to the need of sales and pre-analytic support to bring optimal usage. Airmed is trying to overcome just that with Scalable Asset light business model enabling Pan-India Reach. Airmed is bridging this gap by connecting NABL accredited laboratories and phlebotomists with customers. This will resolve the

issue of lack of awareness and quality.

Amit Gupta, the Co-Founder of Airmed, is a Radiologist and MBA from ISB Hyderabad with experience of acquiring one of the largest imaging centers in Ahmedabad and also got an cash exit from a b to b business in pathology space by selling it to one of the bigger chain of hospitals.

He is among the panel promoters at Airmed, and so is Dr. Aradhna, Pathologist and Co-Founder. She has extensive experience in leading laboratory operations and has championed in establishing processes and protocols for ensuring highest quality in sample processing.

Piyush Gupta, Head of Operations, is a passionate young entrepreneur in the field of e-commerce. Having worked with eminent shopping portals, he has a strong belief that the healthcare industry can be revolutionized with ecommerce advancement. Piyush designs the strategy for technology integration for aimed pathology.

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Piyush Gupta,  
Amit Gupta,  
Aradhana Gupta



# 288 start-ups cumulatively raised \$1.36 billion in Q3; lowest till now: Xeler8

Investors continue to adopt a "cautious approach" regarding start-ups as investments declined to \$1.363 billion in the third quarter of 2016, start-up tracker Xeler8 said.

According to data by Xeler8, a total of 288 start-ups have cumulatively raised \$1.363 billion in the third quarter, compared to \$1.5 billion (second quarter) and \$1.7 billion in the first quarter.

"Following two consecutive quarters of decline, Q3 has also been hit with a cautious approach of investors...Deal activity had already gone down noticeably in second quarter 2016 (310) as compared to Q1 2016 (344). This quarter has again seen a decline of 5 per cent in deals to 295," it added.

Only 71 deals were penned down in September as compared to 101 in August and 123 in July, totalling 295.

"It has been a slippery slope for start-ups in this quarter. However, the investment amount took interesting curves with \$465 million in July, \$693 million in August to only \$204 million in September," the report said.

The top funding deals include Hike (\$175 million), Oyo Rooms (\$123 million) and BookMyShow (\$81.6 million), it said adding that top investors in the quarter



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included Sequoia Capital (13 deals), Accel Partners (11) and IAN and Kunal Shah (7 each).

With 65 merger and acquisition (M&A) deals, the said quarter saw an exponential increase in activity as compared to the previous quarters at 48 in preceding quarter and 40 deals in the first quarter of this year.

"This quarter witnessed a total of 10 inbound M&As by major players, biggest being the acquisition of Hyderabad based Tuplejump by Apple. There have also been 7 outbound M&As this quarter with Redbus acquiring Peru-based Busportal and Golfan acquiring Dubai based StayPrime," it said.

There was a 21 per cent decrease in early-stage deals in Q3 as compared to Q2. On the other hand, late stage deals have seen a 50 per cent increase as compared to Q2, the report said.

Delhi-NCR continued to hold the top position with the highest number of deals (98) constituting one-third of the total deal size, followed by Bengaluru with 80 deals.

For M&As too, Delhi-NCR remained the hot-spot with 19 deals in its kitty.

E-commerce still remains the preferred industry for investors with 46 start-ups coming up with more substantial business models, followed by 26 SaaS-based startups, it said.

Healthcare and fintech sectors also bagged 22 deals each.

"The end of third quarter mirrors new hopes and aspirations in the start-up ecosystem. Although, the investment has gone down, more number of investors have turned up to place their bets. New avenues have opened for industry veterans," the report said.

Although the investment trends doesn't negate the future of start-up ecosystem, the increase in number of investors invariably indicates the keen optimism of investing ecosystem, it added.



## Start-up to raise resources for better RTE implementation

A group of youths from Kerala, through their start-up venture, have joined hands with a Delhi-based NGO to raise resources for better implementation of Right to Education Act.

The start-up titled 'azadi.in' provides an online platform to raise resources for legal fees through crowd funding in order to empower millions of ordinary citizens by taking up their issues legally.

As its first project, the IIM-Bangalore-incubated company has taken up the Right to Education Act (RTE) and related issues.

Its founders- Radhakrishnan Ram Manohar, Sidharth Vijyan and Praveen Paul- said their dream is to see 1.5 million schools in India get better facilities, meeting the scarcity of over one million toilets, enrolling the eight million students in the age group of 6-16 entitled to free education but still out of schools and resolving the shortage of five lakh teachers.

Vipul Mudgal, Director of NGO 'Common Cause', which shot to fame through its interventions in the 2G spectrum case and coal scam, said thousands of schools in the country lacked adequate teachers, classrooms, toilets, drinking water, books, uniforms, libraries, mid-day-meal kitchens or playgrounds.

"Despite a constitutional guarantee, millions of children are out of school, or without quality education. We thought instead of running after limited funders, we should collect small funds from a large number of people and decided to partner with azadi.in," he said.



The start-up titled 'azadi.in' provides an online platform to raise resources for legal fees through crowd funding in order to empower millions of ordinary citizens by taking up their issues legally.

## Having second thoughts about starting up? Time for rethink

So you think it's not such a great time to be a startup founder. Valuations are sliding, fundraising is not all that easy, and not too many startups can boast about profits.

But if you listen to what the majority of the most influential people in India's startup sector have to say in a first-of-its-kind survey, there is no better time than now to begin a career in entrepreneurship.

55 per cent of those polled in an ET survey of startup founders and investors believe that now is the ideal time to launch a business, demonstrating widespread underlying optimism about the future of new-economy ventures.

"If you're able to deliver margins and traction, there is money available. In fact it reduces the fight for dollars with poor businesses run by savvy founders," said a Gurgaon-based founder.

The somewhat surprising mood of optimism, and other not so-surprising findings, were gleaned from a survey of India's best-known venture capitalists and founders of companies valued at over \$100 million.

Those who answered the survey



What majority of influential people in startup sector have to say in a first-of-its-kind survey, there is no better time than now to begin a career in entrepreneurship.

agreed to do so on condition of anonymity, allowing themselves the freedom to express their views candidly.

The result is a comprehensive and fascinating snapshot of Startup India.

The survey also shed light on what is one of the most hotly-discussed subjects in the startup world, namely the fates of India's largest online retailer Flipkart and the country's biggest cab aggregator Ola vis-a-vis global competition.

Unsurprisingly, an overwhelming majority think that US-based Amazon will be the market leader

within two years. Uber, which recently threw in the towel in China by merging with rival Didi Chuxing, is seen by a strong majority as the likely leader in the same time period.

"But Uber and Amazon (especially Amazon) have spent years executing well and building better India-specific capabilities," the founder of a Bengaluru-based startup said. "They are both India companies, not US clones.."

Another statistic which reflects the more-or-less sunny mood is the number who believe that a pickup in investor sentiment is in the offing. Some 56 per cent are convinced that investors will open their wallets much more liberally within a year.

While about one in ten think that the glory days of investors splashing cash are over forever, one-third of those who participated in the survey expect that a return to the good times will take at least a year.

Besides, over three-quarters of the respondents are of the view that up to three startup unicorns will hit the market with an initial share sale by 2020.

"There will be a sentiment challenge for 12 months, but the sectors from which great companies come out will change," said Abhishek Goyal, cofounder of startup research firm Tracxn. "But all large companies will survive and give good returns to their investors."



A must watch show for all Start-ups

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## “HYGIENE FOR ALL...” WETEX - Walmark Meditech Pvt Ltd



Rahul Page  
Managing Director- WETEX  
Walmark Meditech Pvt Ltd

When it comes to health, hygiene and cleanliness only then ‘No compromise’ strikes the mind. WETEX-Walmark Meditech Pvt Ltd, one of the leading hygiene product manufacturers in India is taking care of the sterility needs of people since decades. Rahul Page, the Managing Director of Wetex joined his father’s business in 1998 with the aim of strengthening the ongoing wholesale Pharmaceuticals business. Then in 1999, the firm started import and distribution for Interventional Cardiology products like stents, pacemaker and heart valves, representing MNC’s.

After working for few years, Rahul realized well that ‘Health & Hygiene’ is going to be the major growth contributing sector in the rapidly growing Indian economy and looking at growth potential of Adult Diaper industry which is almost Rs. 350cr, started importing Adult Diapers in 2011. They started manufacturing “WETEX” adult diaper in 2012, with a capacity of 4 million pieces of adult diapers & 1.2 million pieces of baby diapers per month.

Rahul shared, “Walmark Meditech Pvt. Ltd. is amongst the first few to start manufacturing of Adult Diaper in India. Adult Diaper market is growing at 18% CAGR & is poised to grow at a phenomenal rate as awareness grows.” Adding to it he further shared, all these products look very simple but diaper manufacturing process is a complex one and requires a lot of technical and man power assistance.

Company did not have any Technical

consultant in Technical Textile for the project. At the time when company started the manufacturing process, Rahul Page visited all the Diaper Machine Manufacturers across Europe & China for selection of the most appropriate machinery.

Rahul opines, India is projected to be a ‘Diabetic Capital’ of world by 2020 and urine incontinence associated with Diabetes is going to be the major concern. There are many patients in the country who are not aware of product like adult diapers. With the growing awareness, the adult diaper market is sure to grow by leaps & bounds.

The company also has a PAN India presence. The brand WETEX is now a force to reckon with among Adult Diapers. In India, even the baby diaper market is growing rapidly and is of around 2400 cores. With an eye on this market, Walmark Meditech Pvt. Ltd. has entered into manufacturing of Baby Diaper as well.

Along with this, Walmark has also entered into a number of personal hygiene products like, Wet Wipes, Feminine Care Products & Baby Care Products.

With a motto of “Hygiene for All” at an affordable price, WETEX plans to be a household name in the immediate future and become the best recognised manufacturers of hygiene products in the world.

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## Learn To Trade Like A Pro In Just 24 Hours

Trading and stock markets have attracted investors since ages owing to the lucrative opportunities it bears. Even with small investment done carefully, one can earn huge money. In the present scenario, one can never underestimate the significance of smart financial management which can lead to extra earnings. However, it is not everyone’s cup of tea to be a pro. Most of the individuals either take resort to brokers or few tips here and there, but it can never match the results one can fetch from their own understanding and experience.

MarketGurukul, is for all such initiators whose stint with trading and stock exchange is relatively new. Starting its journey in February 2013, the channel has launched with more than 130 videos which guides about every nuance of trading with 24 hours of free video training program, that includes tutorials on trading psychology, money management along with basic to advanced technical analysis concepts. The expert brains behind this is that of Edward Ji, a BE Production Engineer, who has worked for fortune 100 multinational companies along with Chandrakant Patel who is a Business

Analyst with an extensive experience of IT projects. They offer an insight on trading, Stock market, Commodity market and Forex markets along with Technical Analysis, Trading strategies, Trading Platform Software and much more. With online charting for 1000+ Indian Stocks & Indices, MarketGurukul has emerged as a wholesome trading platform with brilliant tools.

With around 2.5 lac monthly views and over 25 lac total views, MarketGurukul is already trending among traders, creating a lot of buzz within a short span of time. It has around 39000 subscribers and more than 20000 positive reviews and comments since 2013 which is a live testimony of its commendable work and increasing popularity. Their Free Android app for Stock, Commodity and Forex trading training, introduced in January 2016, has already registered 90,000 installs garnering a rating of 4.7 stars and is growing at 1000 installs daily.

Be it the Trading programmes on Television or the Investor’s speak, the brand has carved a niche for

itself. One of the biggest channel on social media, it has an edge over others in the market.

Edward Ji Shares “Market Gurukul is bullish about the future and is coming up with innovative services for new traders such as Desktop Charting Platform, Demo Trading simulator for Indian stocks and commodity and online course to test your learning along

with another 110 new videos on various topics. It is about time India transforms from a country that saves to a country that invests. With proper training technology and tools, I believe Indian Traders can do great things. Hence, MarketGurukul.com is gearing up to become a one stop solution for all the needs of the new age trader”.

For more details log on to; <https://www.youtube.com/c/marketgurukul1>

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Edward Ji and Chandrakant Patel  
Founders of Market Gurukul

## Entrepreneur all set to redefine healthcare sector

Healthcare sector in India is all set to leap forward courtesy vast potential available in the country. Starting from medical tourism to digitalization of health records, the sector has attracted the attention of big players from across the globe. But innovation is a pre-requisite to gain success in this complex yet promising sector. And one such entrepreneur K.P. Singh whose startup, Arogya has become a 100 crore company within one and half years since its inception, has disrupted the healthcare sector with his innovation. In the healthcare sector, medicines are the most important part and with an unhealthy lifestyle, it has become one of the necessities of every individual. But costly medicines have made many people devoid of proper healthcare. Understanding the vast gap in selling price and cost price of medicines due to a large margin of



retailers and wholesalers, K.P. Singh started Arogya in Indore in association with Red Cross Society. Arogya that has 13 branches currently in Indore sells medicines at a discount of 20% to 75% on MRP. Even after facing strong opposition from other retailers, wholesalers and also medicine manufacturers, the zeal of K.P. Singh has made Arogya one of the most coveted startups in the healthcare sector. With

many players showing interest to invest in Arogya and others waiting to take franchise of Arogya, the startup is all set to disrupt the healthcare sector with its innovation resulting in better facilities for patients at a low cost. Arogya is all poised to have a turnover of 15000 crores in next 5 years under the leadership of K.P. Singh.

K.P. Singh is a born entrepreneur, who has a wide range of portfolio of startups under him. Despite his not so great education, he has given tough competition to IIT and IIM graduates who now wish to work under him. He has always believed that practical knowledge paves way for your success, not bookish knowledge. Starting from adding innovation to his father’s transportation business to creating one of the most reputed advertisement company of Central India, K.P. Singh has come a long way. Talking about his success, K.P. Singh, says, “I never consider myself as a big or small entrepreneur. I just love working on new ideas and I always look for new opportunities. It is my passion to do so and this is also the crux of all the success that I have got till now.”

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## Credibility, Customisation & Content- Success Story of Yeh China

Yeh China launched in the year 2010, did not see much momentum in the initial two years. Usha Sahoo, the Founder, had established herself as an excellent Chinese teacher with the right credentials and creative acumen and was exploring avenues to channelize her passion.

Brainstorming with her teenage son Anmol Sahoo, kindled the idea of launching a book for children to ignite their interest in the language. Let’s say Ni Hao with Gauri and Bao (hello in Chinese) published in the year 2012 with great content and excellent graphics by Tejasvita Negi and Nikita Dua proved to be a game changer for her. It opened many school doors for Yeh China, increasing its reach and enhancing its reputation. Today, it has presence in a number of reputed schools in Mumbai, Pune and Delhi.

One thing led to another – students’ parents approached her to organize training sessions and cor-

porates as well. She says, “Good work, even today, is the best marketing strategy. It has won us credibility and approval for our ethics and work style. Our attitude and drive are now giving us good dividends.”

Her unwavering passion and belief led to a constant flow of ideas. As business gained momentum, strategic intent took front seat. Its key focus areas are programmes, initiatives, content customisation and pedagogy, tailored to each of her target groups: children/schools, adult explorers and professionals/corporates. While for the first two segments it is largely about learning Chinese, scope of work is much wider for professionals/corporates. Though Sahoo sees potential in all three, she believes that school and corporate segments would grow faster.

The company also has tie-ups with a number of corporates from varied industries like paints, airlines, power and digital entertainment space. Says Sahoo, “We pride ourselves for providing tailor made training. It not only solves clients’ objective but also helps us in constantly upgrading ourselves.” In future, it seeks itself as an interpreter, translator, recruitment assist, and research & establishment facilitator for the corporates. In the training area, presence in 16 cities with 200 schools by 2020, own flagship centres in key cities by 2021. Train the trainer programme to be conducted part in India and part in China are a part of future roadmap.

Yeh China has not yet taken the funding route. However, having grown to a substantial size, Sahoo is not averse to exploring the option now. She is matter of fact, “We have ambitious plans. To execute them we need more high quality resources, rigorous training programmes and development of richer investment would give our execution width and momentum.



Usha Sahoo



Sathya Kalyanasundaram  
CEO, MobME

## Entering its 10th year, MobME

refocuses on its ability to drive enterprise customer satisfaction using its core technology competencies

MobME was founded in 2006 by three enterprising youngsters right while pursuing their engineering. The team primarily focused on the telecom sector and mushroomed their relationships with the telecom players to provide a number of mobile Value Add Services across the country and across multiple telecom players. With a keen eye for innovation, the team was constantly experimenting with creating new products, with a goal to disrupt both mobile and financial technology – while continuing to win a number of accolades & awards.

The team raised funding from both HNI and family offices through the years, to fund the innovation & research push. After years of continued success and experimentation, MobME focused its efforts on the following key businesses/products;

- Chillr – a seamless way to transfer funds between bank accounts
- Digital Banking Labs - focused on helping BFSI companies drive their mobile technology initiatives
- Geckolyst – a customer life cycle analytics solution incubated by the continued expansion of relationships with the long associated customer base in telecom and banking
- In 2015 - Chillr secured \$7.25M of venture capital funding led by Sequoia Capital, in addition to investment from Blume Ventures, and Uniqorn Ventures
- Digital Banking Labs & Geckolyst were carved as businesses to focus on the expanding opportunities offered across India and the globe

In addition, the Board of Directors recognized the need of professional guidance to drive the company to the next trajectory of growth. MobME thus moved from a founder driven to a professional driven management approach, appointing a new CEO & management team.

### What is MobME now?

With a renewed emphasis on creating significant value, by driving revenues & profitability – MobME now strategically focuses on three key verticals namely;

- Telecom
- Analytics
- Banking Solutions

Each of these verticals have product & service capabilities that enable the provision of customer solutions at the highest level. MobME will transform into a technology based value driver by creating a definable and repeatable ex-

cution strategy. The technology & engineering architecture is being fine-tuned and enhanced across verticals to create a robust platform and related intellectual property. The compatibility and cross pollination of the technological offerings between verticals allows the creation of substantial benefit to potential and existing customers. MobME has implemented solution capabilities across the BFSI sector including banks, microfinance, payment banks and other institutions while continuing to add to its arsenal of product offerings. Similarly, MobME has partnered with leading organizations in telecom, banking & retail to provide an end to end customer experience analytics solution for their businesses.

Continuing the Innovation Cycle MobME’s continued focus on innovation has produced rich results over the course of the last 9 years. Innovation is ingrained as part of MobME culture over the years, the teams are constantly reviewing adaptive and disruptive technologies that can be added to existing businesses and can create new businesses that create long term value. MobME will continue to aggressively pursue the culture of investing in research & innovation, in addition to talent maximization in sales, products and operations.

In its 10th year of existence, MobME has lasted almost three business cycles – as the average life cycle of a startup is deemed to be anywhere from 3-4 years. With a renewed focus to create cutting edge technological solutions and value for its stakeholders, MobME is on the cusp of the next trajectory of growth with a professional leadership and Board of Directors leading the charge. By maximizing on the learning of the past 9 years, and by blending the aggression of the investments in people and technology, MobME aims to achieve substantial revenues & profitability.

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## Give momentum to your start up

For any start up firm, it takes some time to establish its brand name as well as credibility in the market. Somehow, credibility is always associated with the duration of existence and that's how it becomes a herculean task for start ups to mark their presence in the market. Certifications and accreditations are a great way to testify any start ups potential as well as credentials.

Confederation of International Accreditation Commission-CIAC has emerged as an authentic rating and accrediting agency to which start ups can take resort to. Started in 2009, CIAC is an International, non-governmental, self-financed quality assurance rating & accrediting body started in affiliation from CIHF, India.

Prof. Dr. GD Singh is heading CIAC as Founder & President since December 2009. A global Management Consultant, Brand Maker, Educationist, Author, Speaker and World Peace advocate, Dr. Singh is the Founder & President for Unified Brainz Group Holdings Inc. He is also actively involved with the Confederation of Indian Healthcare Foundation (CIHF). Under his philanthropy portfolio Dr. Singh is also the Founder and President of World Peace & Diplomacy Organisation-WPDO which is working on World Peace and UN Sustainable Development Goals 2030.

The panel at CIAC is also honored with the presence of Dr. Hari Krishna Maram as Vice President, CIAC South India Chapter, who is also Chairman &



Dr. Hari Krishna Maram



Dr. GD Singh

Founder - CEO of Imperial College, Bangalore. He has more than 10 years of experience in academics as well as in the corporate field. Dr. Maram is also the Governing Council Member of AIMA, Chairman with AIMS Karnataka and Kerala and the Treasurer at EPSI (Karnataka & Kerala).

Few mega projects which the group has planned for the year 2017 include India's first Speaking Coffee Table Book, featuring Who's Who of industries from all states of India starting from Gujarat



Confederation of International Accreditation Commission

followed by Karnataka, Rajasthan and more, incubated by Dr. Singh and supported by his partners in all states. The group is also coming with one of its kind coffee table book, "Maharajas of India" in January 2017, which will present the splendor and

magnificence of princely rulers of India. Intellect glam hunt beauty pageant, "Miss Beauty with Brains" is also one of major projects of the group coming in early 2017.

For more information login on to [www.ciaccommission.org](http://www.ciaccommission.org)

## Top e-tailers use offline play to expand business

At a time when some TV and white goods brands have objected to deep discounting on e-commerce sites during the festive season, Flipkart and Amazon are rushing into the online-to-offline (O2O) channel by tying up with the likes of Samsung to address a wider range of prospective shoppers.

Both these companies have started building their omnichannel network in tier I cities in partnership with consumer durables and electronics manufacturers to cater to a set of buyers who want to get a 'touch and feel' experience before making online purchases.

Flipkart has partnered with Samsung for its appliances business across 50 stores and is expected to expand this alliance. "O2O model brings the best of both worlds to the customer where convenience of e-commerce is backed by quick deliver-



"O2O model brings the best of both worlds to the customer where convenience of e-commerce is backed by quick deliveries from next-door retail stores," Sandeep Karwa, head (consumer electronics and appliances) at Flipkart.

ies from next-door retail stores. The brand store becoming a seller on Flipkart is a massive testimony to the fact that people are doing their research and discovery of consumer electronics and appliances on Flipkart," said Sandeep Karwa, head (consumer electronics and appliances) at Flipkart. "We are aggressively focusing on expanding this with other key brands," he said.

Like Flipkart, Amazon, too, has entered into a partnership with Samsung. The initiative is live in 41 Samsung brand stores across 25 cities for large appliances, smartphones and electronics, a company spokesperson said in an emailed response. The Seattle-headquartered online retailer already has a pilot running with telecom operator Vodafone where customers can try out various aspects of a smartphone and make their purchase online from the store itself.

Digbijay Mishra

## Welling Homeopathy Clinics

### Making Homeopathy Treatment More Effective And Dependable

Welling Homeopathy Clinics are one of the pioneers in speciality homeopathy treatment. In the last 6 years, Co-Founders Dr. Shambhavi S. Patel and Dr. Sourabh R. Welling have developed Welling Homeo-pathy into a global brand with patients from over 80 countries. Recently they launched their 5th clinic in Mumbai. In an interview with one of the founder, Dr. Sourabh R. Welling, M.D., he shares the journey so far and their future plans for their company.

**What is the concept behind Welling Homeopathy chain of speciality clinics?**

Traditionally all homeopaths have been consulting for all illnesses in their clinics and have made best efforts to treat all those illnesses. We felt the need of the

hour was specialist homeopaths who would consult for one category of illnesses, with complete focus and hence, able to offer more effective treatment outcome.

Initially, our clinics specialised only in infertility treatment for men and women and now are globally recognised for being one of the first few speciality homeopathy clinic for infertility.

We started with speciality treatment for infertility to help couples facing difficulty in conceiving a child, naturally. The treatment process was formulated after an extensive research. Most of our



Dr. Sourabh R. Welling, M.D.

patients have usually been trying to get pregnant for several years, some upto 15 years and have often given up. Many of them have repeatedly undergone other common treatments and failed.

In certain situations, when a couple has to opt for artificial treatments like IVF, our pre-IVF homeopathy treatment protocol can enhance the chances of a successful IVF cycle for majority of couples. In the last few years many renowned IVF consultants have started referring their patients to us for pre-IVF treatment for better success in IVF.

**What other specialisations can one visit your clinics for?**

Our other major specialisation is Diabetes Mellitus. The number of diabetic patients is growing exponentially in India. There is also a big percentage of pre-diabetic patients here. Our research department has developed a speciality treatment process to control blood sugar in a safer way and enable diabetics to live a happier, more fulfilling life. Our speciality diabetes treatment process involves four step treatment, through customised homeopathic medicines, dietary advice, exercise and lifestyle modification advice from experts. Our research of the last 200 years of homeopathic literature showed that diabetes has been very effectively controlled by homeopathy treatment. We further developed the treatment protocol for diabetes for its effectiveness. The treatment is also able to prevent common complications in majority of the diabetics.

**How has the journey been so far?**

The journey has been very rewarding. Personally my only mission has been to spread the goodness of homeopathy to all corners of the country and restoring the sick to health in the safest way possible. There have been difficult times as well, as getting investment for setting up alternative medicine clinics like homeopathy has been most difficult. We have been able to bootstrap till now and hope to continue, with patient base growing year-on-year.

**You mentioned about the research department?**

Yeah, we have set-up a research department at Welling Homeopathy Clinics to continuously refine our homeopathy treatment protocols to help our patients in the best way possible. The research department is headed by an ex-principal of a homeopathic college with more than 30 years of rich academic experience. Homeopathy being a 200-year-old science, we need continuous refining of the traditional prescribing methods and need to introduce newer methodologies for increasing the effectiveness of homeopathy treatments.

**How do you manage the quality of treatment at all**

**clinics and for your global patients?**

All our 5 clinics in Mumbai are managed by experienced homeopathy consultants. In addition, our academic department manages continuous training of our homeopathic consultants to keep them aware of the our latest research and health news. Every clinic of ours has two or more full-time consultants. Additionally, our academic department also audits treatments of patients at all clinics for quality check. Since our company is an ISO 9001 company, we also have to keep up with their mandatory quality checks. We have a full-time ISO 9001 lead auditor working with us to develop various quality processes. We have Clinicea patient management software that we have customised for our multi-clinic seamless working and all our clinics are equipped with the latest homeopathic database softwares like Radar from Belgium and Homopath, one of the oldest and most reputed software from India.

**How has the journey been so far?**

The journey has been very rewarding. Personally my only mission has been to spread the goodness of homeopathy to all corners of the country and restoring the sick to health in the safest way possible. There have been difficult times as well, as getting investment for setting up alternative medicine clinics like homeopathy has been most difficult. We have been able to bootstrap till now and hope to continue, with patient base growing year-on-year.

**What are the plans for the future?**

We have 5 clinics in Mumbai and virtual clinic for online consultation of our national and international patients. We plan to launch few more clinics in Mumbai before setting up clinics in other cities. We have been getting franchisee request for a while now and we are developing quality processes for them. In the next 5 years, we plan to be present in most tier 1 and tier 2 cities of India. We are also launching paediatric speciality soon at all our clinics.

An initiative from Welling Healthcare Private Limited.

For more details contact: Patient-care Number (+91) 80 80 850 950 [www.welling.in](http://www.welling.in)

## KPMG's Jaideep Ghosh on emergence and business of sports

Jaideep Ghosh - partner and head, transport, logistics and sports, KPMG on trends that are shaping the business of sports.

### GETTING THE SPORTS STORY RIGHT

There is no best example here, but nations having efficient and transparent models of sports governance, which have proactively institutionalised a sporting culture are tasting success in international fora. The US has integrated sports with education and college sports competitions governed by the National Collegiate Athletic Association (NCAA) are highly popular across the country.

As a category of sponsorship portfolio, sports is considered a good brand building and consumer engagement platform, provided you get the story right. Emirates Airlines is one good instance of a company which has consistently and effectively used sports sponsorship to build brand image and credibility.

### THE EMERGENCE OF RURAL SPORTS

Regional games packaged in interesting league formats have been successful in garnering rural viewership. High levels of interest in rural areas is indicative of the latent potential in rural sports offering. Further, broadcasters' strategy to woo rural viewership by presenting predominantly rural sports such as kabaddi and wrestling with urban packaging has succeeded in popularising these sports pan-India. Corporate interest is evident from the setting up of commercial leagues as well as growing sponsorship numbers.

### THE EMERGING PARADIGMS

Increasing online consumption of sports: Viewers are increasingly favouring online streaming of sports events over watching them on TV, as the online option gives them the flexibility of time and space.

■ Growing female viewership: There has been an upsurge in global female viewership for sports events. In India too, sports viewership is no longer male dominated, as females comprise a significant portion of the viewership pie.

■ Increasing viewership and participation in sports other than cricket: On the lines of the IPL model, eight other leagues were launched between 2013-15, with some of these leagues garnering a high cumulative viewership.



Jaideep Ghosh - partner and head, transport, logistics and sports, KPMG.

### IMPACT OF ONLINE AND DIGITAL GROWTH

A young digital audience, and rapidly increasing smartphone and internet penetration is driving the growth in online consumption of sports content in India. 60 per cent of the digital audience in India is within the age group of 13-35 years, which is also the primary target audience for short-format sports. Broadcasters have developed new capabilities to cater to this growing trend. Hotstar was launched by Star India a fortnight before the ICC CWC 2015, which garnered a cumulative viewership of 87 million for all the 49 matches.

Amit Bapna

## London is 'open', Mayor Sadiq Khan tells Indian businesses

Mayor Sadiq Khan reached out to leading Indian firms, the second biggest foreign investors in London who employ around 50,000 people, to reassure them that the British capital remains "open" for business amid concerns arising out of uncertainty post Brexit.

The Pakistani-origin mayor hosted a meeting at his City Hall office by the river Thames with 17 companies already working with London, including the Tata Group, Infosys, Wipro, ZEE TV, ICICI Bank, among others, to discuss expanding their links with London after Britain's decision to leave the EU.

"London is open for investment and business from around the globe and the city already has an excellent trading relationship with India," the 46-year-old Khan said.

"I am looking forward to meeting with leading Indian businesses to reassure them that our great city remains open to the best global talent, and I'm keen to discuss how we can strengthen and support further investment in London," he added before the meeting, which was chaired by his Indian-origin deputy mayor for business and enterprise, Rajesh Agarwal.

Among the participants was Shuchita Sonalka, UK Country Head and Director of the Confederation of Indian Industry.

She said nearly 40 per cent of the fastest-growing Indian companies investing in the UK are based in London, highlighting that London has been the destination of choice for Indian FDI. "Their diverse operations range from IT, financial services, media and entertainment, tourism and other

ers," she said.

"We hope that London will continue to be an attractive place to do business and their interests will be fortified post-Brexit. This interaction of Indian companies with Mayor Sadiq Khan is testament to that effort and CII looks forward to working with the Mayor's team to deepen business links between India and London," she added.

Indian businesses employ around 50,000 people in London and are the second-biggest foreign investors in London.

According to data from the Mayor's promotional company London & Partners (L&P), in the last 10 years, London has attracted more foreign direct investment (FDI) from India than Japan and China and only the US invests more.

India is also described as a "crucial trading partner" for London and a "significant market" for London's businesses, with the value of the city's exports to India amounting to 1.29 billion pounds in 2014.

There is uncertainty over what Britain's vote to leave the European Union in a referendum in June would mean for foreign businesses.

Kevin McCole, Chief Operating Officer of the UK Business India Council (UKBIC), said: "Indian business contributes hugely to London, and London businesses contribute hugely to India. So, at this time of uncertainty due to Brexit, the UK India Business Council is delighted that the Mayor and his Deputy have taken the time to hear the views of Indian businesses in London, and, quite rightly, to remind them that London is open for business." Agencies

## Framework in the works for identification of SIFI



A framework for identification of systemically important financial institutions (SIFI) is under preparation and the government plans to soon release in consultation with regulatory bodies including the Reserve Bank of India guidelines to identify such institutions.

The government believes that cross-sector financial stability issues may crop up if regulators identify SIFI on their own since some important institutions having cross-sector exposure may be ignored, officials...

"We have held discussions with all regulators. It is necessary to identify SIFI in sectors such as securities, pension and insurance sector, especially since some of the insurance firms are close to getting listed on the exchanges," said a senior fin-min official, who did not wish to be identified.

Big financial institutions that may trigger a disruption in wider financial system and economic activity in case they fail or are in distress will be classified among SIFI, the official said.

If some insurance companies are identified as SIFI, it will translate into higher capital requirements for such firms.

The government is planning to list state-owned



Big financial institutions that may trigger a disruption in wider financial system and economic activity in case they fail or are in distress will be classified among SIFI, the official said.

general insurance firms this fiscal while some private sector insurers are also close to listing, a first in India's insurance sector. Another official said the

new framework for all FIs will ensure transparency and keep a check on intra-group transactions and exposures.

"The concern is that financial stability issues are interrelated across various financial sectors and SIFI in one sector may have implications for others," he said.

The new framework will have guidelines for identifying SIFI and any regulator before declaring a FI as such will have to bring other regulators on board.

"The move will ensure better coordination among regulators and better understanding of the risk profile of such institutions," the official said.

### ET VIEW: DEEPEN COORDINATION

Extreme tightening of regulation will hurt growth, but deeper coordination of regulation among different regulators is essential to ensure that there are no gaps or opportunities for regulatory arbitrage. Any failure of systemically-important financial institutions could trigger a financial crisis. So, laying down ground rules for controlling systemic risks is welcome. The Financial Stability and Development Council monitors functioning of SIF.

Dheeraj Tiwari



## Transforming the Indian F&B Franchise Industry with Yellow Tie Hospitality



Karan Tanna

Despite being heavily influenced by players in the unorganized space, the Indian F&B sector has gradually begun its transformation with the sudden advent of both Indian and International players in the organized market. One such young enterprise, which is gradually gaining prominence in this industry through innovative partnering models, is Yellow Tie Hospitality.

The unique venture was founded by restaurateur & entrepreneur Karan Tanna, one of the most successful QSR franchise entrepreneurs in India. As a progressive Food & Beverages (F&B) Franchise Management Company, Yellow Tie Hospitality not only owns exclusive franchise rights for India of the world's renowned F&B brands but also has become

The Food & Beverages Industry in India is gradually becoming one of the fastest growing sectors in the country, owing to innovative service features and concepts introduced in this field. According to a report by FICCI, the Indian F&B market is currently worth INR 2,04,438 Crore, and is projected to reach up to INR 3,80,000 Crore by next year.

a go-to company for celebrity chefs to successfully make their entry into restaurant franchising business. Also, it happens to be the first Indian company to introduce America's heritage chicken brand - Genuine Broaster Chicken in India. It owns the license rights for the US-based company, and is on track to open over 25 outlets pan India by the

end of 2016, further preparing to expand it over 150 outlets by 2018. In a short span of 8 months, it has already launched outlets in Mumbai, Kolkata, Raipur & Surat.

Karan brings years of practical knowledge and expertise to this company. His proficiency in F & B franchising and scalable menu designing has made Yellow Tie one of the most sought after companies in this industry. Renowned Chef's like Harpal Singh Sokhi, have already blocked Karan to launch 4 of his curated brands in 2017. However, Yellow Tie Hospitality is just a part of Karan's impressive portfolio as a serial entrepreneur.

In mid-2014, Karan spotted an opportunity for growth in an unorganized local brand in Gujarat called Kutchi King. His tireless efforts to grow the brand proved fruitful as he managed to take the brand to over 200 outlets across Gujarat, Maharashtra and Rajasthan, before he took a successful exit in December 2015.

With the operations expertise of Karan Tanna, it can be concluded that Yellow Tie Hospitality Management is all set to achieve strong business scalability, and can certainly play a vital role in transforming Indian F&B Franchising Industry in the future.

Karan is an auto-mobile engineer who has worked for MNCs like General Motors and McKinsey & company before he set forth to pursue his entrepreneurial dreams.



Shankar Vaddadi, Founder & Director

## P2P Lending, Loans For People By People

The financial market place in India has been witnessing a lot of changes in the recent years and here's an innovative platform called P2P lending. Peer to Peer lending in a way has been prevalent all over the world in many forms. When we used to borrow from family, relatives, friends etc. it is a form of borrowing from peers and the lending was based more due to a personal connect than any scientific credit assessment. Modern P2P lending however, is slightly different in the sense that it allows people to lend and borrow money from people, who don't know each other.

i-lend, one of the leading online peer-to-peer platform, connects borrowers who are in need of money to lenders who are ready to invest. Launched as an initiative of Dipamkara Web Ventures Private Limited, i-lend helps borrowers to get loans at low rates and lenders get better returns from mutually beneficial transactions between them.

### UNIQUE LENDING-BORROWING MODEL

Banks have different challenges in lending across the spectrum and need to stick to their lending frameworks thereby excluding a number of people in the urban landscape access to affordable credit. Globally, banks don't cater to more than 15% of the urban population.

P2P lending is an alternative lending-borrowing model to traditional financial institutions. The concept allows individuals to borrow and lend money directly to each other and benefit from a transaction (done online) that is financially rewarding for both the parties - low cost loans starting at 12% for borrowers and greater returns for lenders upto 24%.

month on month cash flow. P2P platforms operate primarily in the urban space; lend small loans at a commercially viable interest rate.

i-lend caps interest rates on its platform to a maximum of 24% which compares well with NBFC's, Money Lenders and some banks also. The philosophy is that fixed income borrowers cannot service an interest rate higher than 24%. The more important issue is that certain sections of the urban population are not serviced or do not have access to credit availability because of the operating frameworks like credit scores etc.

### BENEFITS FOR BORROWERS

For borrowers the benefits are many, they can get small ticket loans, they can improve their credit histories. Moreover, the loans are completely transparent; there are no hidden charges, no pre-payment penalties etc. Moreover, it is totally machine driven and eliminates the requirement of providing physical documents to agents.

The profile of the borrowers has to be salaried or self-employed with minimum 6 months of salary or three years IT return if self-employed. The lender's should have a minimum income of Rs. 8 lakhs before they can become lenders on i-lend. A borrower cannot do both. In fact, a borrower cannot have two loans on the platform and they need to wait for 6 months before being eligible to borrow again.

The due diligence for borrowers includes complete KYC plus verification across other data points like Passport, Pan Card, Utility bills payment record, Gas bills, social behavior and other qualitative parameters. The technology tools help a borrower in a number of ways, foremost amongst them is it ensures that a borrower is not over leveraging their income and also ensures that they don't get into a debt trap. Moreover, the speed and convenience of the whole loaning process is quick. The interest rates are suggested for borrowers based on their risk profile and credit modelling done by i-lend. The rate of interest is capped at 24% and the average yield for lenders is around 18%.

It is also important to know that i-lend is only a marketplace connecting borrowers and lenders to facilitate a loan transaction between them. i-lend does not guarantee borrower loans nor does it guarantee repayments to lenders. However, i-lend does a thorough check, not limited to document verification, accessing Credit reports and other data sources on both the borrowers and lenders before approving them on the site.

For more information contact:

Corporate Office:  
Dipamkara Web Ventures Pvt. Ltd.,  
8-2-268/K/35, Plot No 35, Navodaya Colony,  
Road No 2, Banjara Hills,  
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Email : info@dipamkara.in



## Branding Solutions for your STARTUPS

Branding & Intellectual Property creation is of utmost importance and a pre-requisite for a company to mark its presence in this competitive era. Unified Brainz emphasizes on delivering the finest consulting & design solutions, through its talented and performance driven creative team headed by Sudhir Kuduchkar jointly with Dr. Singh under the Creative Head of UB Design Studio. Sudhir Kuduchkar, Founder of Three Dot Designs, the Eklavya, who has a great gift of design & creation; his skillful dominance magnifies with fascination in letterpress/typography/photography. They provide solutions right from brand identity creation, IPR protection to final business modeling, all under one roof. Dr. GD Singh, an Intellectual Property Lawyer, Patent & Trademark Attorney and Gaurav Soni work hand in hand for deliv-



Prof. Dr. GD. Singh



Dr. Hari Krishna Maram



Gaurav Soni

ering startups with consulting solutions related to trademark, copyrights, format protection and other business laws. Gaurav Soni also heads his firm Mynyx Consulting in Ahmedabad.

Dr. GD Singh, a Global Management Consultant, Brand Maker, Educationist, Author, Speaker & world peace advocate, is the Founder & President of Unified Brainz Group Holdings Inc. & UBVL; Dr. Neetu Singh is the Co-Founder & MD for the Group. GD Singh is actively handling CIHF, CIAC Global & WPDO under his philanthropy portfolio, which primarily works on world peace and UN sustainable development goals 2030.

Few mega projects planned for the year 2017 include India's first Speaking Coffee Table Book, fea-

turing Who's Who of industries for all states of India starting from Gujarat followed by Karnataka, Rajasthan, Odisha & more, incubated by GD Singh (Editor-In-Chief) and supported by his partners Dr. Achyut Dani in Gujarat, Dr. Hari Krishna Maram in Karnataka, Dr. SK Mahapatra in Odisha & Shishu Pal Singh for the state of Rajasthan. Shishu Pal Singh is also the man behind the top three properties of Fashion week in India called Rajasthan Fashion Week. Unified Brainz has joined hands to promote Rajasthan Fashion Week for the upcoming 4th season jointly along with Maharajas of India, a Speaking

coffee table book showcasing Indian Royalties to the world & Miss Beauty with Brains- India's First Intellect Glam Hunt Beauty Pageant being headed by Neetu Singh.

For more details, contact 8460460777 | www.ubgroup.asia



Neetu Singh



Sudhir Kuduchkar

## Make your occasions special with Meraki Productions

Started in May 2015 by two young female entrepreneurs of the city-Stuti Rai Singh and Shivani Vats, Meraki productions has come up successfully as a customized event organizer for corporate houses and big brands. Organisers and event



Stuti & Shivani

ensures clients highly creative platform with innovations in each of the events." The lady also expressed her happiness over the clients approach and appreciation for Meraki.

In a very short span of time, Meraki has become a synonym for creativity and quality services in the field of events. To organize a customized event was always a big challenge in the city like Patna where introducing new concept randomly was a difficult task. But, Meraki has come up as a silver lining for the city. Shivani Vats, a graduate from reputed AJK Mass Communication Research Center, New Delhi explains, "Communications act as a sword in the field of media. One should always be confident about their message, which they want to convey to their target audience. Meraki plays a vital role as far as the strategy communications are concerned." She also said that Meraki will focus more on Ad and Film Making productions but won't be limiting its horizons.

Meraki also caters to clients from the education sector. These days education activities are on high demand but facing a challenge of good service provider for organizing educational events or activities. Both the promoters, Stuti and Shivani, added, "We never wanted to restrict Meraki in a particular type of segment to organize events, as need of quality is the sole requirement for conducting events and activities. So, we are determined to cater all the segments, where quality service and aggressive brand marketing is required."

For more information, contact:  
Address:  
Meraki Productions  
G-4, B Block, Ashok Palace  
Exhibition Road, Patna - 800001  
Contact: 9631761385 / 7738002564



## A concept based homes for your golden years

Though the Realty segment is flooded with state-of-the-art residential schemes which define class and lifestyle, there has always been a dearth of concept based schemes which provide you the quintessential 'feel at home' vibe amidst every amenity designed for your comfort. However, designed to cater the needs of elderly segment, Prarambh has brought to you, a brilliant concept of Retirement Homes.

Retirement Homes are the beginning of a new life for people in their 50s and more, who wish to spend the later years of their life with like-minded people of the same age group. Retirement homes are the best for people who live far away from their children. These homes ensure safety, luxury and health of the senior residents along with providing recreational activities

Mission Statement: To have "PRARAMBH" township in major cities/states of all over India

Prarambh has emerged as the face of Retirement Living in Ahmedabad. It strives on the motto of 'Adding life to years' - ensuring happy and active life for people in later years of their life. The 600 one/two BHK fully furnished villas are equipped with anti-skid flooring, door cameras, intercom facilities, spacious toilets with

and well trained staff to take care of their needs. The path-breaking scheme is located a few kilometers away from the city, while still being within accessible reach. Amidst serene ambience away from hustle and bustle of the city, the Retirement homes bask in the glory of natural beauty.

Prarambh has emerged as the face of Retirement Living in Ahmedabad. It strives on the motto of 'Adding life to years' - ensuring happy and active life for people in later years of their life. The 600 one/two BHK fully furnished villas are equipped with anti-skid flooring, door cameras, intercom facilities, spacious toilets with



grab bars & panic buttons for extreme emergencies. The scheme also has a garden, yoga centre, laughing club, indoor-outdoor sports & a luxurious club. They also organize festive celebrations to keep up with the spirit of festivity and enjoyment.

The stringent security measures at the scheme include 24x7x365 CCTV surveillance, high wall fencing and staff residential quarters with society call centre. 24x7 emergency care center managed by Apollo Hospital. There is also a common kitchen/mess with 24x7 Cafe and Restaurant, and shopping complex for day-to-day requirements. Prarambh has been well-endowed with a grand library, multipurpose hall, amphitheater, temple and Derasar, along with Syndicate Bank, lockers and ATM.

It is said that the perfect beginning of life is after retirement, when you actually stop living at work and start working at living!

Visit Prarambh Township and don't just simply retire from something; have something to retire to, with Prarambh- Kyunki zindagi abhi baaki hai mere dost!

For more details contact : +91 83060 44111

The Director duo Sachin Chaturvedi and Rajesh Jindal are the promoters of the Company and Chartered Accountants by profession

## ONGC launches Rs 100 crore start-up fund to ignite new ideas

ONGCSE 1.02% has launched a Rs 100 crore start-up fund on its Diamond Jubilee year to foster, nurture and incubate new ideas related to oil and gas sector. The initiative, christened as 'ONGC Start-up', is in line with the government's initiative 'Start-up India'.

As part of this initiative, ONGC will provide the entire support chain for start-ups including seed capital, hand-holding, mentoring market linkage and follow-ups. The aim of 'ONGC Start-up' is to increase the contribution of fresh implementable ideas in the oil and gas sector. ONGC is setting up a dedicated website to take this initiative forward.

ONGC CMD Dinesh K Sarraf, said that this initiative will promote entrepreneurship among the younger Indians by creating an ecosystem that is conducive for growth of Start-ups in the oil & gas sector, which has a huge potential for technology-enabled ideas.

"The Oil & Gas sector is contributing enormously to the growth of economy. Currently, the sector faces various critical challenges and new ideas are required to mitigate those challenges," he said.

To encourage its own employees innovate, ONGC also awarded its three young officers - Rajendra Bhambh, Deepak Naik and Prajesh Chopra, for their innovative ideas. Rajendra Bhambh and Deepak Naik developed an innovative Safety Device for rigs that facilitates setting up of emergency brake to augment safety mechanism on drilling rigs. Prajesh Chopra innovated a unique Dual SIM Cellular Router System that provides Data Connectivity at Work-over Rigs. This system curtails the hassle of frequent dismantling and reinstallation during rig transportation, thus saving time and money.

By Debjoy Sengupta



The initiative, christened as 'ONGC Start-up', is in line with the government's initiative 'Start-up India'.



BOOKS

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# JUST BUY LIVE MAKING DIWALI BRIGHTER FOR THE 'AAM DUKANDAAR'



**Brick-and-mortar retailers can now celebrate with best margins and schemes on the Just Buy app.**

Diwali brings with it happiness, warmth and prosperity to all. Retailers are full of optimism. Months before the season starts Billboards, TV, radio channels, social media and other mediums are full of ads from E-commerce sites enticing consumers with their big sales & discounts. In reality, studies show that despite all the news, e-commerce contributes to only 5% of the total festive sales; and about 10% comes from organized retail while 85% of sales are dominated by brick and mortar stores.

## THE DIWALI DISCOVERY

During Diwali 2014, leading e-commerce players unleashed an array of promotions, luring consumers to their platforms, disrupting rates which enraged the brick and mortar retailers. It was these unnatural moves which led to the Eureka moment for Sahil Sani, who was running a successful distribution house for over 15 years. Along with his friend Bharat Balachandran, Sahil began to unravel how technology could rather be used to benefit small retailers. "It was not just the ridiculous discounts, but instant price and product discovery that also played a big role which piqued the curiosity of consumers. We thought that similar technology, if put in the hands of retailers would give them the same freedom and access their consumers

had," says Sahil, the Founder and CEO of Just Buy Live.

"So what the e-tailers did for retail, we did for distribution. I call it e-distribution. We successfully disintermediated traditional distribution by not just replicating the process but also improving the whole supply chain," he explains. According to him, a kirana-wala or any type of retailer has to deal with about 30-40 suppliers daily to replenish his inventory. Through India's first multi-category Brand to Retailer (B2R) e-distributor, Just Buy Live, the retailer can browse, search, click and order whatever stock he chooses. "Human interaction is minimized, which leads to efficiency," adds Sahil. As retailers have the advantage of buying directly from the brands, at lower prices, they enjoy 5%-15% additional margins. "We can empower them to compete with the e-tailers, who are largely banking on discounting model for their operations. As online discounting has reduced, the pendulum has swung back in favour of the small retailer," he elaborates.

## REGULAR 'APP'GRADING

The Just Buy app, which operates better than any traditional distributor, keeps improving and upgrading to suit the retailers' requests. "Our biggest learning so far has been 'don't try and change an Indian, but work with him'," Sahil says. Just Buy created a virtual codex in the first one year

and built the physical infrastructure before going live in April 2016. Traditional retailers are often wary of transformation, but Just Buy earned their trust and got them registered on the app. Simultaneously, it got major FMCG, mobile phones, electronics, and pharma brands to come on board. An innovative, disruptive and scalable system was in place.

## THE DISTRIBUTOR 'IN YOUR HANDS'

Unlike conventional distributors, Just Buy stocks products from competing companies too. "A retailer who had to rely on different distributors to buy brands like Pepsi and Coke, or from Hindustan Unilever and P&G can now avail them easily through our medium," Sahil says. Just Buy Live has partnered with over 2,600 marquee Indian and international brands, and is actively servicing to thousands of retailers across Maharashtra, Delhi and NCR. On-boarding hundreds of new and small businesses on an average every day, the company is confident of providing its services to the majority of these businesses in each city before the end of December.

## TECH AND BEYOND

Placing the retailer at the centre of every business strategy, Just Buy has developed a financial services suite under a separate vertical called Just Pay. Logistics and distribution under Just Go and a research wing called Just Dat.

## JUST PAY

As banks steer clear of lending to SMEs or set impossible collateral requirements, 98% of retail-



ers are excluded from enjoying mainstream financial aid. "Offering an entrepreneur the freedom to trade, I believe, is a fundamental right," says Bharat, Co-Founder and COO, of Just Buy Live. Partnering with Religare Finvest Limited, a leading SME focused NBFC, Just Buy launched Udhaar, a structured credit solution exclusively for registered retailers on the app. Just Buy provides Udhaar from Rs. 2 lac to Rs. 2 cr to retailers and institutions without any collateral or overt paperwork. "In only a few months, Just Buy has already pre-approved and opened credit lines for most of its active retailers. The aim is to open lines for almost all our Dukandaars," Bharat explains.

Going beyond just supplying goods to the retailers, Just Buy rolled out a distinct insurance cover, Suraksha, for the welfare of retailers and their families.

Just Buy has also launched Suidhaha, which provides a one-stop solution to set up point-of-sale systems, providing retailers easy ways of accepting card and mobile payments. The company plans to deploy thousands of EDC machines before March '17.

## JUST GO

To handle the growth, the company's logistics capabilities are consistently expanded. Just Buy's high-tech fulfilment centers across Mumbai and Delhi has helped manage inventory better, thereby making deliveries smoother. Their dedicated fleet of vehicles, using 'Just Fleet' technology allows real time geo-tracking of shipments, feedback capturing, and proof of delivery to retailers.

B2B e-commerce is already one of the fastest growing sectors in India and will outpace B2C shortly this year. The biggest beneficiary of this will be over 20 million small business owners. Instant and democratic access to stocks, credit and data will be the only way to transact in the realm of new commerce. Just Buy Live has led the way and intends to stay at the forefront of profitable disruption.



# JUST BUY LIVE: A GAME CHANGER FOR BRANDS AND RETAILERS

## SUBHASHIS BASU

BUSINESS HEAD - VADP, MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD.

"At Mother Dairy, we feel, the Just Buy platform provides a great opportunity to reach out to our existing and potential consumers with a host of offerings, keeping in mind the convenience factor, while enhancing our brand presence. Going forward, we plan to further strengthen our presence on Just Buy app, as we expand our range."



**Subhashis Basu**  
Business Head - Dairy Products, Mother Dairy Fruit & Vegetable Pvt. Ltd.

## BHARGAV KARKAR

HEAD - MODERN TRADE, HEINZ  
"As far as warehousing is concerned, Just Buy Live has done reasonably well. They differentiate themselves by having



**Bhargav Karkar** - Head Modern Trade, Heinz

## BRANDS

their own warehouses. With regard to logistics, retailers have appreciated the promptness, timeliness, and delivery. Going forward, when you expand nationally, the fundamentals remain the same, it's just the question of replicating and scaling up in a much bigger way."

## RAJA CHAKRABORTY

MARKETING HEAD, PARK AVENUE  
"I think, by using the Just Buy Live platform, you can definitely communicate better with the retailers; you can also pinpoint certain amount of targeting if you have to do. Through technology, I can even customise certain incentives and schemes for them."



**Raja Chakraborty**  
Marketing Head, Park Avenue

## HIMANSHU BAKSHI

MARKETING DIRECTOR, DANONE NUTRICA

"For us, Just Buy Live is a complete solution where we get a rich bank of data on what's really happening in the business. We get info on who is buying; what kind of SKUs are bought and at what level, of course, keeping the data protection laws in mind at all times. We also got access to retailers who did not buy our products earlier. In the last quarter we have seen our sales grow three times on their network, which itself shows the kind of power this channel has."

**Himanshu Bakshi**



**Himanshu Bakshi**  
Marketing Director, Danone Nutricia

## SUNIL RAO

VICE PRESIDENT, SALES AND MARKETING, VFSL (SM FOODS - PEPPY)

"We feel Just Buy Live is the future for us. This is going to be a game changer in terms of how we retail our products. The advantage is that we are directly selling to the retailers. There is no super stockist margin, and there is no distributors' margin, which becomes cheaper and economical for retailers to buy directly from us. In the long run, this is going to help us in a big way in terms of our pricing policy."



**Sunil Rao** - Vice President, Sales and Marketing, VFSL (SM Foods -Peppy)

## QUSAI KHORAKIWALA

DIRECTOR, MONGINIS

"Just Buy Live is one of the most innovative apps we have come across. It is a great model that offers more business to brands and retailers. When there are so many B2C popular websites all over the globe, we are glad to find a B2R (Brand to Retailer) model doing great in the market."



**Qusai Khorakiwala**  
Director, Monginis

## NIHAL DOSHI

EXECUTIVE DIRECTOR, RAVALGAON

"Ravalgaon is available in many parts of the country but there are still many uncovered areas. We regularly field enquiries from customers in areas where we do not currently have a distribution infrastructure. Just Buy Live is helping us reach many of these customers and the incremental sales are useful for us."



**Nihal Doshi** - Executive Director, Ravalgaon



## MUKESH HIRAN

SOLUTIONS, GHATKOPAR

"Udhaar from Just Buy is a very good scheme for retailers like me. I was initially given Rs. 2 lakhs as part of the Udhaar scheme, and it had become easier for me to source materials but I had to limit myself to the amount. Just Buy increased the limit to Rs. 40 lakhs which is actually like an icing on the cake. It has helped us grow our sales."



## RETAILERS

## DHARMESH MARU

CO-OWNER, SWASTIK STORES, NAM MUMBAI

"Just Buy app has provided me with a huge advantage, and increased my profits like never before. I even suggested Just Buy app to my other retailer friends, who also benefitted from it. Just Buy Live came as a boon for us."



## MEGHA ARORA

CO-OWNER, E MART, FATEHNAGAR, DELHI

"Delhi retailers are excited with the launch of Just Buy Live in our city. For a retailer like me, getting products at better margins is an impressive thing for sure, but the best part is receiving it on time, and in good condition. This is where I trust Just Buy."

## AARISH GARG

ANISH TRADING, MADANGIR, DELHI

"I got associated with Just Buy Live after its launch in Delhi. The app is quite user-friendly and helps me order even competitive brands on one platform, which is simply impossible through traditional distributors."



## SAILESH PATEL

CO-OWNER & MANAGER, PATEL BROTHERS SUPERMARKET, VASHI

"From the past 8 to 9 years, I have been ordering stocks from normal distributors. When I got to know about Just Buy Live I started ordering stocks from them. Recently, they had organised 'Dukandaron Ke Din' - Maha Margin Mela in which there were many products offered with great margins. I actually gained 8% to 9% more profit than what a normal distributor would have given me."



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John Mukherjee, CEO of Poorav Group

## "An Idea Can Change Your World"

Krungsiam Beverage Company, one of Thailand's largest energy and fruit drinks companies, has launched its energy drink, Commando in India through a joint venture with Kolkata-based Poorav Group having their other offices in Hong-Kong, Dubai, Singapore and in other 17 countries.

The product will be sold under 'Poorav's Commando' brand across India. "We have aggressive plans to cover six major metros and gradually expand presence in the Middle East & African countries", said John Mukherjee, CEO of Poorav group, which has interests in tea and infrastructure.

The estimated Rs 700-crore energy drinks market in India is growing 15%-20% a year, helped by its increasing popularity among youngsters, particularly as a drink mixer. Mukherjee said "Krungsiam Beverage

(KSB) will be responsible for raw materials (fruits), quality control, technology and equipment while Poorav will look after distribution and sales."

"While it is our first step into India, we want to enter the entire Indian market and Middle East from Kolkata. We expect to be number one in the Indian market within the next two years," Atsaree said. "The firm will handle distribution in metros and appoint stockists for Tier II cities. It plans to focus on retail as well as institutional sales in hotels, bars and clubs. The product is already available in various retail outlets.

This time, what really drove the venture was Mukherjee's passion for motor sports. A keen Formula One enthusiast, he is the only Bengali F1 Marshall from India. He met officials of KSB, which was a sponsor in a F1 race being planned in Thailand. He started his career as an electronic contrac-

tor for traffic signals and was one of the pioneers to introduce reflection signs in Kolkata.

Further, those who are suffering with increased blood-sugar or acute diabetes, fed-up with normal treatment and its cost, have a reason to be happy because, PIL has come out with a Thai product to manage Blood Sugar level with its unique natural ingredients - "B-Steady". It is purely a combination of natural ingredients which has no side effects in human body.

They are focusing on solar panel manufacturing and leather export ventures which are a part of their recent projects. The firm acts as a consultant and handles corporate liaison for many foreign collaborations, those who want to expand their ventures in India.

For any further information log on to [www.pooravinfra.com](http://www.pooravinfra.com).

## Swipe Technologies - Young, Determined and Passionate

The ability of a start-up to disrupt the market can be determined by the fact that Swipe Technologies emerged as the preferred mobile internet brand in the recently concluded Big Billion Days (BBD) sale by Flipkart, where Swipe sold Rs 230 million worth of smartphones in less than a week's time - that too, amid fierce competition from well-established MNC players and Indian companies. This was possible only due to Swipe's better-quality products, latest technology, affordable pricing, and more importantly, devices that offer a great mobile experience.



Known to be an innovative pacesetter, Swipe Technologies was set up with a vision to empower aspiring Indian youth to be part of the Digital Revolution that is under way, through a strong R&D support and strategic vision. Headquartered in Singapore, with base of operation in India, their research and design wings collectively work towards fulfilling their ambition of bringing affordable and innovative devices to life. In their fourth year of operations, while they consider themselves to be fairly successful, Swipe Technologies have miles to go before they can get where they aimed to reach.

Swipe's Founder & CEO Shripal Gandhi, is a technocrat and he has worked with marquee brands like Samsung, Motorola and Apple et al, developing next-gen touch-screen technologies for handsets and portable navigation devices. Having

lived the American Dream, Shripal's desire to make a difference in the lives of millions of middle class Indians led him back to his country. "There was also a strong sense of giving back to the nation by giving wings to the aspirations of the youth," says Gandhi. And that brought the entrepreneur in Shripal back to India in 2009 and set up Swipe Technologies in 2012.

for product development. The key mantra that they have followed so far is "to offer affordable cutting-edge computing-cum-communications devices to the masses. Swipe's journey has been highly satisfying having emerged as a preferred brand among the aspiring youth of the country in such short span of time.



Shripal Gandhi Founder & CEO

"Well, we don't say it's been a smooth journey - but it has certainly been an exciting one and we've emerged winners against odds. We have our own share of hardships that a start-up in India typically undergoes. We entered the market at a time when it was already being considered saturated. With countless existing players and new ones entering by day, we did find it challenging to negotiate the Indian mobile internet market initially. But we saw opportunity in adversity. We had a dream - to change the way people use their digital devices. We were young, we were determined & we had great passion for our dreams", says Gandhi.

Swipe Technologies are absolutely driven by innovation. They implemented one of the fastest design cycle time in the industry, ensuring the shortest time-to-market amongst the competition

Success was inevitable. They achieved their first major milestone in 2012 when they launched India's first 3D tablet. Swipe Technologies were recognized with the "Most Innovation Driven Company" award by the World Brand Congress in November 2012. In 2013, they were shortlisted amongst The Indus Entrepreneur (TIE)'s 50 Top Start-ups. The same year their potential was recognized by India's top venture capitalists and Kalaari Capital invested over \$4.9M in Swipe.

The digital revolution has already taken the world by storm and they are prepared to unleash another one in the mobile internet arena. With a highly-motivated and passionate sales team and a robust network of 500+ support centers across country, Swipe has made their presence felt in the Indian mobile internet market. "We aim to build on our successes and look forward to establish ourselves as a dominant player in Indian market with innovative products that offer great mobile internet experience", says Gandhi.

## The one-stop solution for end-to-end property legal solutions

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Kalyan Krishna Bandaru

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- 1. Market Size:** Market size of Rs. 17000 Crores
- 2. Opportunity:** If 50% considered as the opportunity amounts to 8500 Crores
- 3. Scalability:** Targeting to convert 30% of the opportuni-

ty i.e. it is Rs. 8500 Crores it's a capturable market of Rs.2550 Crores Per Annum.



### THE VISIONARY BEHIND PROPRTIFIED:

Kalyan Krishna Bandaru, an ITIL V3 certified techie and lawyer is the man behind Propertified. Having worked with technology companies like Hewlett Packard, ITC InfoTech and Hinduja Group, he is also a second generation advocate. Backed by the experience of having worked with best law firms in Bengaluru, he later embarked on an independent enterprise. With the online platform gaining much precedence, he sought to lever-

age its power and help the common man get property legal services and that too at

doorstep. Propertified revels in catering to its clients needs and that also includes saving their precious time, money and the energy spent on solving their legal tussles. The hallmark of Propertified is that it offers property legal solutions at doorstep that are cost efficient, time saving and reliable. And all this is just a call or a click away.

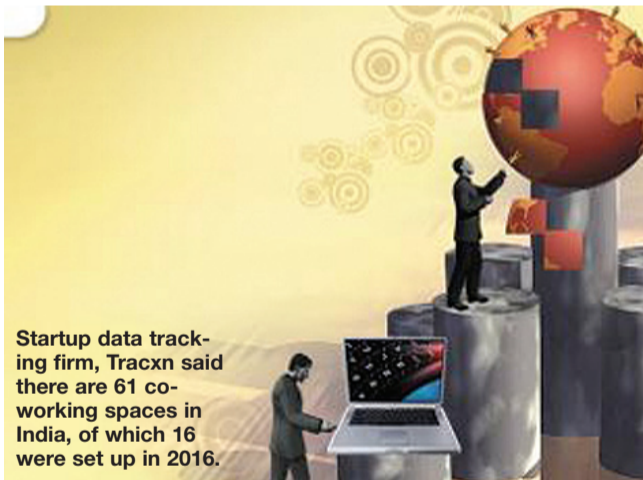
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## Co-working gathers ground as startups look for affordable work spaces

With startups looking at affordable work spaces and central government creating an enabling environment for entrepreneurship, demand for co-working spaces has gone up.

"Co-working spaces are popping up across metros as well as tier-II cities, and are helping many startups get flexible working options at prices they can afford," said Anuj Puri, chairman, JLL India.

For a tech startup, cost of setting up an office in Mumbai, Delhi and Bengaluru range from \$25,359 to \$30,081 per annum, while operating out of co-



Startup data tracking firm, Tracxn said there are 61 co-working spaces in India, of which 16 were set up in 2016.

working space would help these startups save anywhere between 72 per cent and 76 per cent, showed a Knight Frank report.

"In terms of startup costs in Bengaluru, 'co-working' offers a discount as high as 72 per cent compared to owning office space. In the context of global cities, co-working startup cost in the city is the most competitive at \$7,100 next to Bangkok," said Samantak Das, national director, research, Knight Frank India.

Startup data tracking firm, Tracxn said there are 61 co-working spaces in India, of which 16

were set up in 2016.

Recently, New York-based office rental startup WeWork, valued at \$10 billion, said it plans to enter India by setting up its first office in Bengaluru. Another commercial builder, RMZ Group has also opened its community workspace venture CoWrks recently.

"Businesses have begun making the switch to a co-working facility not only because of pricing and flexibility, but more importantly because they realise that it is a much better way of working," said Sidharth Menda, CEO, Cowrks.

Xander fund-promoted Virtuous Retail that set up Hive in Bengaluru is seeing huge demand for co-working space. "One key concern for a startup is to be able to establish base camp in a clean, secure and creative environment surrounded by like-minded people," said Rajiv Raichand, director, Virtuous Retail.

Majority of startups are now incorporating real estate strategies such as consolidation, expansion and focus on peripheral locations to save cost. Experts says a company can save up to 25 per cent on its costs by rationalising office spaces.

By Sobia Khan & Kailash Babar

## Sebi proposes relaxed norms for start-up listing

The Securities and Exchange Board of India has proposed a slew of changes for the start-up listing platform, to make it attractive for new-age companies to consider going public in local markets.

The regulator said based on the feedback received from market participants it has decided to not just relax rules further but also rename the institutional trading platform as 'High-tech Start-up' & other new business platform.

It has proposed to do away with the rule which says no single shareholder shall own more than 25% after listing, which a lot of promoters were not comfortable with and has increased the allocation of shares more for high net worth individuals (HNIs) and corporates. Earlier, only 25% was



reserved for HNIs and corporates. Besides, it has hiked the limit on share allotment to individual institutional investor to 25% from 10%.

The regulator has also proposed to allow market making compulsory for a minimum period of three years for initial public offerings of less than Rs 100

crores. At present there is no provision mandating market making.

Under the current rules, startups can list on the separate institutional trading platform of stock exchanges. However, this platform has failed to attract a single start-up for listing so far. Last year, to attract start-ups to list in India Sebi had eased rules.

The regulator has also proposed lock-in for pre-issue shares held by venture capitalists and employees under the ESOP scheme for six months following the initial public offering. It has also proposed to lower minimum trading lot to Rs 5 lakh from Rs 10 lakh.

Sebi has sought public comments on these proposed changes before August 14, 2016.

## Samarthya Classes



Prajwal, Sumit & Himanshu

Key is the Limit. When it comes to performance, age is just a number. Sumit Kumar, B.Tech, Civil Engineering, IIT Bombay, Prajwal Ukey, B.Tech, Civil Engineering, IIT Bombay and Himanshu Jain, B.Tech CSE, Birla Institute of Technology, are few names which cannot be missed in the facet of young entrepreneurs changing Bihar in the education sector.

When you really want to do something with your heart, the whole world conspires to make you achieve it. Sumit Kumar is one such name who started Samarthya Classes at Hajipur in Vaishali district of Bihar in the year 2014. Hailing from the same place, Sumit knew the challenges faced by the students of this region. As soon as he joined IIT Bombay in Civil Engineering, it was clear to him

that he did not want to be just an employee of the creamy layer of the corporate world. He did not join any job meanwhile. How could he join when he had something else on his mind!

While he was studying in Mumbai, he along with a group of students gave tuition classes in their free time to the Ganpati Phulenagar slum children. "I always wanted to do something for the students of my native place. But what and how was not quite clear to me. After completing my studies from IIT Bombay, I travelled throughout India on my bike to explore and understand my ultimate goal. Then I worked at Nagaur district of Rajasthan for two years for the welfare of the local farmers there who grew cumin. There I met Himanshu Jain who was an alumni of BITS, Jaipur", added Kumar.

"Returning to my native place in 2014, the idea to start an engineering coaching for the under privileged students came to my mind. I shared the idea with my colleagues and they agreed to it", added Kumar. On being asked why a coaching institute, Kumar said, "Bihar lacks a proper infrastructure in education except in few major cities like Patna, Gaya or Muzaffarpur to some extent."

Samarthya Classes works to provide top notch education and facilities to the best brains of India at a very low cost. What they charge is only 30 percent of the fees charged by the other coaching institutions.

On being asked whether they have plans to set up their institute in Tier-I and Tier-II cities? Kumar gave a negative reply, reason being that earning money from the students is not their motive. "These cities are already flooded with facilities for students. However, the small cities of Bihar, Jharkhand and Chhattisgarh have a bulk of smart

brains but due to some or the other reasons they are not able to achieve what they really deserve. Our motto is to highlight these areas on the map of India to provide engineering aspirants with the best facilities" quoted Kumar.

Samarthya Classes prepares contents for the aspirants in very plain language and circulates them through internet so that students from other cities can also benefit from the study material. They support study material in the vernacular language.

When asked why they choose Hajipur, Himanshu Jain said "Brain drain and development are like two rivals who refuse to stay in one room, so that's what we want to stop in small towns and cities. Today, our education system teaches student how to fly in the air and how to swim in water; what they don't teach is how to live on earth like human beings, so we organise personal development sessions, personal interaction both with students and teachers. We are trying to bring a change in the system, where fish is not asked to climb a mountain and prove its talent."

Informing about the study material, Abhijit N. Bhole, B.Tech CS, IIT Bombay, All India Rank 03, IIT-JEE 2005, a mentor and the one who conceptualizes the study material said, "We have contrived a very rigorous and disciplined study program for the students to excel in JEE, Boards, NTSE and Olympiads. The study program is implemented systematically using technology based teaching, mentorship and synchronized evaluation."

Not only engineering aspirants but Samarthya Classes also works with very small kids of the local area. Kumar said, "We work on phonetics of these kids rather than teaching those mere alphabets and words. Once they have learnt the essence of

words, they can relate to it themselves."

In just a short span of one and a half year, 16 students of Samarthya Classes qualified JEE-Advance out of which three students qualified IIT-JEE Advance. In year 2015, seven students from Samarthya Classes qualified JEE Mains and two of them qualified in IIT-JEE Mains. The students from Samarthya Classes have also passed out with flying colours in their CBSE and BSEB board exams of class - X and XII.

Prajwal Ukey, Physics mentor stated, "Samarthya classes is a place where students fuse their hobbies with learning. And teachers create an environment not just to educate but learn with practical approach."

"Our main motive behind creating Samarthya classes is to find a way to create interest among students for learning. Rather than going in a contemporary way of focusing on theory only, we focus on how that theory relates to our everyday life. We are also in the process of creating content, which will make learning easier for everyone", added Ukey.

Hajipur, is a neglected area in the state of Bihar, where the locals are afraid of starting a venture, people from Maharashtra, Jaipur and Madhya Pradesh have taken a small but admirable step to cultivate the smart brains and make improvement in the educational situation of Bihar.

"Hajipur is just a place to begin", said Sumit. "In our long run we have plans to establish Samarthya Classes pan-India. We would like to cover small cities of Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan, Maharashtra and other states also."

For more information contact: Samarthya Classes, Sita Chouk, Hajipur, Vaishali 84101 BIHAR. Ph: 07631407621



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# Technology Driven Innovation for Consumer Benefit

## Intec applauds Make in India, looks at making a difference

From being the foremost OEM (original equipment manufacturer) for renowned global and Indian brands in white goods and home appliances sector to being a distinguished brand in the space – it has been an illustrious journey for Intec. Started in 1989, Intec has delivered over a million units to some of the best known brands in the Indian market. Over the years, it has overcome challenges and delivered phenomenal results.

Its hands-on experience in the field of manufacturing as an OEM, provided it exposure, experience and learnings critical for a brand to attain success. Amarjit Singh, CEO of Intec has expressed, "From being the foremost OEM to a brand to reckon with, transition has been a well-planned strategy. Our affinity to innovate, cost efficiency, intensive research capabilities and stringent quality combined with brand building exercises has held us in good stead."

The first product Intec launched under its own umbrella in the year 2013 was air conditioners – residential, commercial as well as portable. Reason to go first with air conditioners made perfect business sense as it has capacity to manufac-

ture 500,000 air conditioners annually. Beside it already had in place a network of quality accessory suppliers, strict quality control system and a strong technical team.

The available range includes window, split, inverter, floor standing and cassette air conditioners between 0.75 ton to 2-ton capacity. This range created ripples in the market, thanks to its innovative self-cleaning technology that clears out water on the surface of the evaporator.

Buoyed by the success of air conditioners, Intec introduced LED TV Sets, Water Heaters and Washing Machines in the market.

It was in the year 2014 that Intec launched the widest range of android Smart LED Television in India in sizes ranging from 20" to 65". Powered by Pentium Colour LED technology, Intec LED Televisions deliver Ultra clear Picture with true natural colour. Intec's 4K Ultra HD TVs delivers four times as much detail as 1080p Full HD and its advanced Graphic Engine technology gives smooth running of High Definition Videos and displays true colour.

Being fully internet enabled it offers easy access to online shopping as well as social media platforms. The magic remote available with it features motion sensor along with qwerty keypad. In terms of connectivity, this TV offers 3 HDMI, 3 USB and Wi-Fi support. No wonder it already has a national presence with steady increase in sales numbers.

Its water heaters, now available in selected mar-

kets, have also caught the consumers' and dealers' attention due to their excellent features. From energy saving insulation and multiple safety systems to hard water protection, Intec uses state-of-the-art technology to develop water heaters that add warmth to people's lives every day.

These water heaters are available in Royal Series (15 & 25 ltr), Elite Series (15 & 25 ltr), Grace Series (15 & 25 ltr), Dura Series (15 & 25 ltr) and Stream IIS Series (1 & 3 ltr) with 10 years' warranty on water tank.

Moving to washing machines – its market

share is rapidly increasing as it has on offer the most advanced washing machines for Indian homes. These machines have been designed and manufactured after understanding the needs of Indian homes. Intec's R&D and technology teams put in long and quality man-hours to come up with the ideal washing machine for Indian families. Singh explains, "There is no substitute for quality and a stringent QC. Unmatched quality, innovative products, timely delivery, effective supply chain management and proven servicing skills are key drivers for us. In foreseeable future you would see us doing even better on each of these aspects, which would help us strengthen our market position even further."

Highest quality standards, therefore, are adhered to while manufacturing any product line across categories at its state-of-the-art manufacturing hubs. All the ready products have to go through stringent quality checks on various parameters including func-

tionality, energy efficiency and performance before these are made available to the customers. Singh is emphatic, "Customer delight is possible only if the manufacturers are able to anticipate consumer needs. Well aware that being a new 'brand' in the market it does not only need to cut the clutter on the shelf but also on the marketing front, Intec focuses both on ATL and BTL communication. Emphasis is on consumer engagement and connecting with them on multiple touch points.

With the intent of enhancing its Pan India presence, the company is expanding its infrastructure in various states. It also plans on getting new dealers on board. The company has 350 service centres across the country with 24 hours of customer care facility.

Intec is optimistic that there will be a big revolution in the RAC (Residential AC) industry very soon, which currently has only 4% penetration in the country with 40 lac AC's sold per annum in a 125 crore population. Hence Intec has a key strategic intent of RAC market expansion.

It also has its sights on making India a preferred manufacturing hub for white goods as well as home appliances and thus playing an effective role in Make in India.

**intec**  
The Joy of Technology!



## R&D SUPPORT FROM ONE OF THE WORLD'S BEST



At Intec, we believe in delivering the happiness through innovation, for which Intec gets R&D support from some of the world's leading manufacturing companies. The core strategy of the company is to provide high quality products in affordable prices," says Singh

## Gaining Popularity & Wining Trust

Intec brand of Air Conditioners have been successfully delivered to some of the major institutional sales projects and has earned popularity among the real-estate & hospitality industries. One of the projects among these is Ahinsha Vatika at East Delhi, a premium luxurious apartment in the region. Intec has become a popular brand in the hospitality industry as well.



## INTEC-AT A GLANCE



Saluting the Spirit of Entrepreneurship by Optimal Media Solutions, A Division of Times Internet Ltd., A Times Group Company



Intec Sponsored South Africa Vs Sri Lanka Match in 2014



At the Book launch event "Chakravayuh" in New Delhi, 2016



Admired leader of India 2014-15 by VWP World Brands



Amarjit Singh at the Intec Brand launch in Ahmedabad



Intec's Channel Partners Meet, 2016 in Pattaya, Thailand

## AWARDS & ACHIEVEMENTS

Over the years Intec has not only taken care of its products' quality & performance, the brand promises the development of the nation too. As a responsible Indian brand, it is constantly contributing towards the 'Make in India' initiative. For its valuable contribution and dedication to the industry, it has been awarded on various platforms. Some of the major awards are.

For more information contact :  
Dealer & Trade Enquiries solicited on  
+919810083869, +919910132200, +91  
8527506888, 011 41057744, 41676644 or  
can mail at care@intec.co.in.

Awards	Awarded by	Year
Make in India Excellence Award-The Most Enterprising CEO	India Global Business Council	2016
Intec-The Admired Brand of India	VWP World Brands	2014-15
Saluting the spirit of Entrepreneurship	Optimal Media Solutions-Times Internet Limited-A Times Group Company	2015-16
Facilitated for its excellence & contribution to the industry	Badasankha Youth Culture Association, Puri, Odisha	2016



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