

## Rise of Global Cookie brand from Punjab

Eggless is a term you may find difficult to connect with bakery products unless you are familiar with the name Lovely Bake Studio. Highly inspired from European bakeries, this venture of Lovely Group, Punjab, serves 100% egg-less delicacies, making it first-of-its-kind in India. Lovely Group has been successfully operating for decades in three verticals namely; Food (Lovely sweets), Education (Lovely Professional University) and Automobile (Lovely Autos) with a

manufacturing facilities are equipped with modern and sophisticated machinery with the latest technology. Lovely Bake Studio products and operations are subjected to stringent quality control methods with facilities being ISO 9001:2015 and ISO 22000:2005 certified by Intertek. All production units are equipped with most modern labs to test raw materials before they go into the production. Currently, the R&D team is developing a gluten-free range and low-calorie range of cookies which are expected to launch early next year.

As one of the fastest growing brand with a strong network of more than 1500 premium retailers and more than 20 distributors in India, Lovely Bake Studio is proudly associated with India's top retailers such as WHSmith, Godrej Nature's Basket, Wal-Mart, Big Bazaar, Easy Day, Metro Cash & Carry, Reliance Fresh, D-Mart and many more. The company aims at an all India presence by end of 2018 and currently adding new outlets and signing up new retailers.

"Our 40% of the sales comes from modern trade chains, another 40% from general trade outlets and the rest from online sales", informs Mittal. Currently, the premium cookies market size is Rs 6000 crores and owing to the optimistic growth rate of the industry, Lovely Bake Studio aims to control minimum 10% market share in next 2 years. With a fast-growing pan-India presence, the company also has a fair share of export overseas to the Middle East, Hong Kong and Australia.



Shiashav Mittal, Founder and CEO, Lovely Bake Studio

mission to offer quality and innovation across the globe. As an extension of Lovely Sweets, Lovely Bake Studio carries on the company's legacy of vegetarian products that do not compromise on taste and quality. Their flagship cookies come in different size of boxes with a gamut of options ranging from chocolates, dried fruits, Turkish baklava and much more.

"Cookies are manufactured using healthy ingredients such as oats, flaxseeds, cornflakes, almonds, honey, cashew and pistachio," says Shiashav Mittal, Founder and CEO of Lovely Bake Studio. He further adds that the

WardWizard is an enterprise active in the field of technology and health oriented consumer products. Their team of experienced individuals have created a niche in the market by their unique range of offerings which are unique and innovative, helps to live an enhanced and healthier lifestyle. It is an umbrella brand which comprises of VYOM brand of car purifiers, air purifiers, water purifiers etc. And their latest offering is Joy e-bike, a battery powered bicycle which runs 12-40 km on a single charge.

It's an urban commute vehicle, which not only leaves a zero carbon footprint, saves on big fuel costs, but will also ease congestion on the roads in big cities. In the current scenario, pollution is majorly caused due to carbon emissions from automobiles, such zero emission urban mobility vehicle is therefore a boon.

Yatin Gupte the Founder & CEO at WardWizard Solutions shares, "Sensing the current environmental pollution level across the globe, it is the right and ripe time for such emission free mobility solution of battery powered bicycle- the Joy E Bike to be preferred and used more and more. I am deeply grateful to my wife, Shefali Gupte, Director and COO of WardWizard, who duly complements me by heading the HR and Administration department

## An environment friendly 'Joy' ride



Yatin Gupte, Founder & CEO, WardWizard Solutions

and helps in the growth story of our company".

Joy e-bike is a no emission, battery powered, light weight, funky bicycle which is ideal for short distance travels. Everyone can contribute to the sustainable initiatives of reducing the carbon emission by using more battery powered vehicles like this. Regular use of bicycle has always been prescribed as a healthy way of exercising, Joy e-bike lives up to its promise of being a bicycle with a difference. It has pedal-assist which actually means peddling your way to the destination in a greener and healthier way. Joy e-bike has all the benefits of a cycle - light in weight, easy to manoeuvre in growing traffic, no registration requirements, etc. and topped up with the power of battery. Joy E Bike has been pursuing Public Cycle

Sharing (PBS) opportunities across smart cities in India apart from Vadodara where they have already been shortlisted. Joy E-Bike the battery Powered Bicycle has an edge over regular bicycles which have to be invariably peddled irrespective of weather conditions in India. With Joy E Bike one has the option to just accelerate and it will take you to your destination without so much peddling.

For bulk and fleet requirements, they can also be customized to fit your requirement. Ideal for usage in large industrial complexes and areas for night patrolling by security personnel, internal employee movement, fleet for delivery and logistics solutions, ideal for school children, community cycling in parks and gardens, regular use etc.

For more details contact:-  
905, Signet Hub, Old Padra Road,  
Near Akshar Chowk, Vadodara, 390020,  
Call on: 0 265 2986511  
Email: support@wardwizard.in  
Visit: www.wardwizard.in

## Win Customers in the first 3 Seconds!

That's right! The motto of this startup, Vital20 Communications, is to generate strategic content that helps you win customers instantly. And how do they do that? Ask them, and they'll tell you it's a science. They follow the Pareto Principle, which states that generally 20% of causes produce 80% of results. Likewise, only vital 20% of messages or communication could generate 80% of your custom-

ers. By restricting the core communication only to vital 20%, they help you win customers by providing the most important aspect of business offering within 3 seconds.

Hetansh Desai, Founder and CEO, and alumni of the presti-



gious Babson College, US, says, "It is important for brands to focus on and devise a Vital Grabber statement. The entire communication, right from the sales pitch, to the visiting cards, to the landing page of the website to the cover page of social media should then be aligned to that one statement. Vital20 Communications contributes to the growth of businesses by providing print, outdoor and online communication services. Want to know the right Vital Grabber statement for your business? The first 50 people to call them on +91 8355969244 get this one for free!

For more information log on to [www.vital20communications.com](http://www.vital20communications.com)



Hetansh Desai, Founder and CEO, Vital 20 Communications

## "Dinner in the Sky", in India

Food and Beverage certainly takes imagination to the next level & so shall Mumbai witness a world concept "Dinner in the Sky" to add to its charming skylines. Dinner in the Sky has been an abundant concept abroad where a portfolio of industries use this phenomenon to promote their projects by giving the necessary audiences a holistic aerial view. Having won bronze at the prestigious Tourism awards 2016, this concept has been proposed to Tourism Corporation Development across various states for potentially multiplying tourism prospects by a great fold. Moving into the future, this concept aims to become a regular touristic norm in various skylines that sprawl across the heights of Mumbai for events like races, matches, weddings and everything else where the night can come to life and your spirits can be held up high, quite literally. With a list of table that best suit your occasion along with regional and inter-



A platform that can host 22 people who are all seated around the periphery with 5 hosts in the centre. A crane lifts this platform to a height of 160 feet in the sky which is where the eyes of every individual aboard are presented with a scenic treat.

national chefs who serve as prestigious partners to this initiative, this concept sure is worth experiencing as many times as one lifetime can allow!

Gaurav R Gite, Director, an entrepreneur with a chain of Lebanese QSRs Marrakesh and other varied food and beverage brands shares, "For the first time in India, we are creating food and beverage spaces in the air. An affirmation to the phrase "Sky is the limit", the happiness ,memories and moments the

guest will take back are priceless. We believe that India can see a perfect combination of exhilarating tourist destinations, varied hand picked cuisines crafted by renowned chefs by being a part of this wondrous concept."

Gautam Budhrani, an entrepreneurial expert involved in IT, Healthcare, Hospitality and construction says, "Many a times, several construction projects or other destinations can be best viewed from the top. Making this a reality and coupling this with sumptuous cuisines, Dinner in the Sky is bound to captivate a lot of interest from across the country. Tourism will skyrocket for every place that embraces this concept."

Shantanu Lele, generously experienced with the culture of bars, night-clubs and events for more than a decade that brings him to the forefront of planning execution of event logistics, shares, "The Indian market is huge and this concept is evidently going to experience business of gigantic proportions owing to its unique proposition of mixing tourism with aerial thrill. Moreover, their collaborations with chef entities from around the nation and world will be one of the many benefits that tourists can look forward to while visiting renowned destinations through the skies."

For Partner & Commercial Association contact : 8600155888  
Email: sales@dinnerinthesky.in



## One of the most talked about laundry service

With the advancement of technology, now even your apparels will get a one of a kind laundry service, credits for which goes to Somil Matta, founder and director, CleanMax laundromart.

CleanMax Laundromart is well known for facilitating high-end German laundry solutions. What makes the brand distinct from others is its unique serving style and transparency in work. They cater to the laundry needs of homes, hotels and hospitals. CleanMax expertise in cleaning all thing made of fabric such as clothes, shoes, bags, soft toys, furnishings and a lot more. It also offers detergents, merchandise consulting and franchise setups.



1. Pickup and drop services
2. German technology
3. Environment friendly approach
4. Skilled expertise
5. Complete laundry
6. Franchisee network
7. Celebrity events
8. Accessible through website and app

The services here include: Washing, extorting obstinate stains from all types of fabrics, dry cleaning with maximum stain removal and other laundry services. CleanMax Laundromart's procedure is completely anti-bacterial and this keeps your belongings hygienic and free from germs. They also have an express service that is famous for delivering the articles in just 6 hours and is highly in demand.

Somil Matta shares, "CleanMax is an eco-friendly laundry service right from the collection to delivery. It is a one stop destination which provides laundry, laundry chemicals and clothing assistance. Along with all our services, we guarantee our customers satisfaction."

This extra ordinary laundry service is just a touch away. You can also install the CleanMax Laundromart app on your smartphones and can smartly enjoy their laundry services. So, install the app now and enjoy one of the best laundry services at your doorstep.

For more details:  
Contact: 9165400077  
Email:  
cleanmaxlaundromart@gmail.com

## Now even small budget movies could join the 100 Cr Club

Since the onset of cinema in 1913 by Raja Harishchandra, there has not been much of a change in film viewing. The same process still continues, at first the film is made and then it is released in movie theatres. If it's a big banner movie starring superstars of the industry like Salman (Sultan) or Aamir (Dangal) the film easily crosses 300 or 400 crore club. But with the newly introduced concept by Opera Cinemas, a multiplex chain, will certainly bring a transformation in Bollywood.

The duo KP Singh, Chairman and Shivendra Pratap Singh, Managing Director claim that in the coming two-years, Opera Cinemas will have 500 screens of its own. And when 1000 screens of other multiplex chains would be added, this would bring a lot of change in the Hindi film industry. This concept would certainly help films with low



Shivendra Pratap Singh and KP Singh

budgets and lesser known actors as it would give them a chance to gross 3 times of their budget and big banner films would get a chance to gross over 1000 crores in India itself. Not just the film makers, it would also help distributors to earn comparatively more profit.

Opera Cinemas claims to offer entertainment to their audience at considerable rates. Towns under the category of tier 3, can get tickets available at an affordable price of Rs 20 with a complimentary addition of a beverage and popcorn. The new concept will also benefit the advertisement firms as they will be able to target audiences through pin to pin identification and so the revenue generation of everything would be covered through advertising firms only. This concept is like an insurance for the Bollywood market, as it insures recovery for low budget movies and this would certainly help Bollywood.

For more information log on to [www.operacinema.com](http://www.operacinema.com) or write to [info@operacinema.com](mailto:info@operacinema.com)

## Delegation of daily tasks gets easier with Meratask App

Increasingly hectic schedules often call for increasingly simple solutions today. No matter what sector you

work in, you need to delegate a few tasks to strike a balance between personal and professional life. Meratask, a micro logis-

tics delivery platform across Delhi-NCR, addresses this need of delegating the tasks to on the go runners, also called "Taskers".

From delivering important documents to medicines, clothes and gifts, gadgets and other important stuff - Meratask provides convenient and reli-

able delivery services without any hassles. Started in January 2016, Meratask had a topsy-turvy journey with a lot of learning lessons every single day. On discussing about the increasing smartphone penetration & other technology advancements, the co-founder, Deepak Batra shared about ease of their Meratask mobile app along with the features like real time tracking.

After successful operations in Delhi-NCR, Meratask welcomes all startups who are on a lookout for reliable logistics delivery services with open arms. They also plan to expand their operations in all major cities by next year and are looking forward for franchisees across various metropolitan cities.



Piyush Tandon and Deepak Batra

Standing firm and tall, Meratask now has a strong team of 30 members. But, the foundation of Meratask is built on the bedrock of a dedicated team of "Taskers" who work relentlessly to make Meratask the best micro logistics delivery platform across Delhi-NCR" - Piyush Tandon





Team Surevin at IPO Launch

## SUREVIN:

ONE OF INDIA'S LEADING SERVICE PROVIDERS FOR IT SOLUTIONS AND BUSINESS SERVICES

Surevin BPO Services Ltd. is the first public limited BPO company of MP that is listed on SME-Emerge Platform of NSE. The IPO of the company was oversubscribed by 55 times. The company presently has more than 1000 employees.

Determined to transform the lives of its clients and render the best and most varied range of services, Surevin has established itself as a leading ISO 9001:2008 certified service providers of a broad range

of solutions and services in technology, consulting, strategy, digital commerce and operation. With a mind-blowing experience of 15 years in the industry, they have shaped the future of many businesses through their crackling understanding of the market and innovation of high-performance business models.

Abhishek Gupta, MD of the company

owes his success to the vision & blessings of his father Shri. SR Gupta and support from his wife Sonika Gupta in all his endeavors. He always has an optimistic attitude towards life, being hopeful, persistent, hard-working and innovative are just a few characteristics of his personality which have an immediate impact on his business success. Besides that, he reminds his employees that, "The difficult is easy, the impossible takes some time", so they should never give up pursuing something that is hard or complicated if they are passionate in doing so.

Abhishek said, "My success Mantra is simple - start small think big, take calculated risks, and do a little better tomorrow, offer great experience and have a burning desire to achieve and you will grow big."

Apart from their numerous successful projects including Call-Center of UP CM-Helpline, Lucknow with 2000 seats.

Abhishek Gupta, Managing Director  
Sonika Gupta, Director

telecom players like Airtel, Idea, BSNL, Reliance, TCS, Surevin has many other upcoming projects like the Call-Center of UP CM-Helpline, Lucknow with 2000 seats.

That's how Abhishek managed to build Surevin, a company that today provides an abundance of services and solutions to individuals and corporates in India & abroad with an office in Dubai (UAE). Surevin provide services ranging from BPO, software development in the field of virtual reality solutions, augmented reality and setting up IOT solutions in coming future.

For more details and information log on to [www.surevin.com](http://www.surevin.com) or contact +91 9303135727



...winning together

## A new-age business idea that is set to change the fortunes of the nation

AT-Oil is one of the first indigenous brands of auto and industrial lubricants in India. With international tie-ups, AT-Oil Advanced Lubricants, which is part of the Start-Up India initiative of the government of India, meets all the top brand quality specifications adopted worldwide.

'Earn and Learn' remains another unique initiative that offers an unprecedented opportunity to students to acquire new skill-sets while continuing their studies, while on their mission to become future entrepreneurs. A dealership of AT-Oil Lubricants remains a lucrative business proposition.

Auto Tech is a new-generation business idea that

suitably addresses the need of the hour of the automobile sector, which remains largely unorganised. Auto Tech multi-model repair workshop chains will offer high-tech services through advanced equipment and trained staff. With 5,000 automobile stations set up all across India, Auto Tech would provide

employment opportunity to 50,000-plus individuals. Auto Tech offers franchise option to an individual to start their own high-tech automobile service station. While addressing the need for a quality multi-model automobile repair station, Auto Tech franchise centres will offer AT-Oil lubricants, spare parts, and skilled technical staff in addition to a customised App to further business expansions. AT OIL main center will be connected to all AT OIL shoppes to create a large syndicate. AT-Oil Lubricants and Auto Tech repair workshop stations provide a unique business proposition to existing dealers as well.



K.D Rathod, CMD



Service Station

Lubricants and Auto Tech repair workshop stations provide a unique business proposition to existing dealers as well.



AUTOTECH CENTER LTD.

For more details contact: +91 7666500800 [www.autotechmotors.com](http://www.autotechmotors.com) [www.atoil.in](http://www.atoil.in)

## Fast Food Chain of Odisha, Eyeing to be an MNC

Green ChillyZ, be it anytime of the year, has become the salvation of die-hard food-lover. The joint which started with four people and a small outlet at master canteen, is now the talk of well-known food joint in Odisha. It has made its presence evident in Bhubaneswar, Cuttack, Barhampur and Khurda.

M Keshav Rao, founder of Green ChillyZ, believes nothing is achieved in life without hard work, strong determination and a trusted helping hand. "I'm indebted to my younger brothers whose support lead me this far. They have played an equal part in the successful Green ChillyZ venture from the very start", says Rao proudly about M Jayaprasad Rao, Director of Operation and M Tejeswar Rao, Director of Marketing. They have a vision to make Green ChillyZ multinational brand.

When asked about the venture of Green ChillyZ, Rao says, "Green ChillyZ started when the fast food industry was unorganized and in its nascent stage and healthy-hygienic non-vegetarian dishes were only restricted to star hotels. It all started with 4 members and a small outlet and the passion to achieve something big in the food business sector that kept us going through all adversaries.



Though the super cyclone hit Odisha hampered us, but that did not deter our spirits. We started again & there has been no looking back since then."

It is doubtful to get the glimpse of the elaborate dishes of high end restaurant at a roadside joint but Green ChillyZ has overcome that limit. "We've always believed in experimenting with the menu depending on the customer requirements. Specializing in biryani and tandoori, we serve the gastronomes with its non-veg specials like Green Chillyz special biryani, tangdi kebab, tawa

chicken, handi mutton and much more. Introducing the Berhampur style chicken pakoda and bamboo chicken as signature dishes, left us amazed to see the overwhelming response to the dish. With growing demand, we have added Chinese and South-Indian cuisines to the menu". It also facilitates home delivery, pick-ups and catering.

"We do not consider anyone as our competitor. We only compete with ourselves.

Keshav Rao receiving TAI Entrepreneur award



Denizen's trust and blessings is the testimony to the hard work and quality of service that Green ChillyZ has always stood for", says Rao boldly, as he states competition always strengthens the sector.

Rao shared his views on the highway restaurant on NH5, Bhubaneswar, "We thought of coming up with a multi-cuisine family restaurant on the city outskirts. The restaurant will be of great help to tourists visiting Bhubaneswar, youngsters fond of long drives and customers traveling regularly to the city for business. So Green ChillyZ. The highway restaurant was opened to the public on 1st March. With South Indian breakfast, Indian, Chinese and tandoor culinary delights, a classic ambience along with high quality of service it will be a gastronomic delight for customers.

To reach out to more people, this Chadakhrai Green Chillyz has announced an 'Eat & Win' contest from 5th of Nov '17 at all of its outlets to perk up the festive mood. Denizens only have to provide their feedback after a meal in the drop-box at its outlets and be a part of the contest. The daily-basis winners will receive



Keshav Rao and Tejeswar Rao receiving Odisha Business Award

good businessman or want a constant source of income. This brand is creating opportunities to bring forth good entrepreneur with excellent return. Rao says, "We also want to recruit people from villages in our outlets and give them a chance to learn and grow. They will be trained to deliver the same unmatched standards."

He advises budding entrepreneurs entering the fast food industry, "Struggle and work hard! Challenge will come, but never give up. Focus on quality over quantity for long term success."

For more details contact: Visit Website: [www.greenchillyz.com](http://www.greenchillyz.com) Email Id: [greenchillyz.com@gmail.com](mailto:greenchillyz.com@gmail.com) Contact no.: 7381011110, 9090111110

Green ChillyZ food-coupons and the grand winner of November month will get a chance to dine with the Olywood star Sabyasachi Mishra at Khurda Green ChillyZ restaurant.

Due to the huge demand, Green ChillyZ is looking for franchisee partner across the country. In this era all are searching for good jobs for their source of income & people desire to be a

successful businessman Rahul Jain says, "We were facing problems in our factories related to labor and production. We consulted Vikasji (Vimal's son) and realized that we had more open space in the South than in the North. Even our machine

placements were wrong according to Vastu rules. Vikasji used the Yantras in different locations to rectify these defects without any demolition, and miraculously our problems started diminishing one by one."

Another prominent industrialist, Amitabh Agarwal says, "My land was of an irregular shape, which I was trying to sell but because the property had a lot of Vastu defects, the deal was not getting through. However, when I got the Yantras placed on this property and got it rectified, the deal happened miracu-

## Vastu Correction without Demolition

Talking about the revolutionary instrument that can cure every kind of Vastu Dosha, internationally renowned Vastu expert Vimal Jhahharia explains, "We have always been looking for a magic wand, which could eliminate all our problems. You can now experience this magic with the help of Vastu Shankh Yantra, an original conch shell, filled with metallic elements and pran prathishthit with positive energies. It is a divine gift from our Himalayan Guruji, Swami Murghanand Ji."

Vouching for this Yantra, successful businessman Vikasji (Vimal's son) and realized that we had more open space in the South than in the North. Even our machine



Shank Yantra within a wooden box

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Vimal Jhahharia

lously. I was so relieved." Agarwal further adds, "Now I consult Jhahharia Ji before buying or selling any property. He even advises us, our friends and relatives about all our existing and new offices, houses and factory premises, without any kind of demolition."

Jhahharias are currently providing their 'Vastu Corrections Without Demolition' services and Yantras to more than 35 countries around the world including USA, UK, South America, Canada, South Africa, Middle-East and Australia.

"It is not magic, it is a simple science, which helps in gaining overall prosperity," explains Vikas Jhahharia, an MBA from Australia.

For details, contact 8017793423 or 9839704470 or email at [jhahhariavikas@hotmail.com](mailto:jhahhariavikas@hotmail.com) Website: [www.vastukalp.com](http://www.vastukalp.com)



Vikas Jhahharia was recently awarded in Dubai - Most Influential Indian Vastu Consultant under 50 years

## Health and Hygiene Matters

Mohini Health and Hygiene Ltd. has gone miles ahead and setup a world class facility for production of health and hygiene products on a large scale, with a view to provide best quality products at affordable prices to Indian & world market.

Avnish Bansal took up the task of setting up a production facility that adheres to international standards like

### PRODUCTS OFFERED

#### Hygiene category

- 1) Personal care hygiene products
- 2) Household hygiene products

#### Health Category :

- 1) Basic wound care products
- 2) Advance wound care products
- 3) Surgical consumables
- 4) Rehabilitation devices



the Conformity European (CE), ISO 9001:2015, 14001:2015, British standard OHSAS 18001:2007, Global Organic Textile Standard (GOTS) and Good Manufacturing Practices (GMP) by Food & Drug Authority of India, which certify them for export to Europe and beyond. They produce absorbent cotton wool and healthcare products and adhere to strict environmental guidelines. All the water that they use in production is recycled & purified to the standards of drinking water. There is no waste generated that can harm the environment.

Adopting stringent quality processing policies, the company has reached to new heights. The country lacked an organised and advanced facility that would produce high quality standards. But Mohini Health and Hygiene's foray into the industry completely changed the dynamics of the industry and soon became one of the largest manufacturers of the absorbent cotton wool in the entire South East Asia region. The state-of-the-art facility operated by extremely talented staff, makes it one of the few companies that has been certified by even the end users.

5) Diagnostics instruments  
6) Bandages & First Aid kits  
Avnish Bansal aged 32 years, is the Managing Director of the Company having an experience of more than 7 years in the cotton industry. He holds a degree of Bachelor of Commerce from Veer Narmad South, Gujarat University. He has been awarded with COSIDICI National Award for Outstanding Entrepreneur, 2016.

Mohini Health and Hygiene Products which is in the business of producing Health & Hygiene products will hit the capital market soon with its Initial Public Offer (IPO).

For more details log on to [www.mohinihealthandhygiene.com](http://www.mohinihealthandhygiene.com)



Avnish Bansal

## India @70: How big thinkers and entrepreneurs are redefining India by upending convention

Entrepreneurship is nothing new to India, having existed in varied hues across communities and regions over the centuries. However, the revolution kick-started by technology enabled businesses in multiple sectors over the past three decades has attained a new level of evolution, having cycled through successes and failures while embracing new opportunities and challenges.

The Indian startup ecosystem, the third largest in the world, is now in its fourth generation. Numbers from various reports establish its vibrancy. According to Nasscom, until 2016, India added upwards of 1,400 new startups,

taking the total to more than 4,750. That year saw more than 80 M&As among them and more than 650 startups raised funding to the tune of \$3.84 billion. Nasscom predicts the entrepreneurship ecosystem will more than double to reach more than 10,500 startups by 2020.

The biggest pointers to this maturing of the ecosystem are the new areas of opportunity that startups are exploring. Entrepreneurship 4.0 is looking deeper into India-specific problems and finding India-specific solutions for the masses. So for them the next big opportunities are in pockets untouched so far by technology.

These involve the use of machine

learning and artificial intelligence to solve inefficiencies in logistics, healthcare, education and financial services. Then there's the massive space of financial inclusion - providing credit services to under-served small businesses and consumers.

"While entrepreneurs of the generation of Narayana Murthy (Infosys) and Azim Premji (Wipro) operated under unbelievable conditions and put us on the map, those of the Deep Kalra (Makemytrip) generation were the first to take things like ticketing and finding jobs on the internet," said Bala Parthasarathy, CEO of fintech startup Money Tap.

"The third generation comprising e-commerce leaders, cab booking and wallet companies necessarily took an innovation from the US or China and adapted it to India. That was in fact arduous and was possible only with innovations such as cash on delivery." Parthasarathy's startup aims to solve the problem of credit for Indians and believes he can take it to overseas markets as well. That kind of ambition is a key element of this startup cycle.

"Entrepreneurs of this generation need to focus on the big issues where there can be a real differentiator," said Saurabh Srivastava, cofounder of India's largest angel network, Indian Angel Network, which screened about 12,000 business plans last financial year.

For the current crop that has achieved sizeable scale and have survived through the initial challenges of infrastructure and capital availability, the next era will be that of handling a highly competitive landscape. "Only a few established players will emerge who will emerge with highly differentiated offerings," Dhruv Shringi, CEO of Yatra.com.

A substantial ecosystem has been created but it's still some distance away in evolutionary terms from that in the US or even Israel. What that means is that both entrepreneurs and investors are learning from experience and are self-correcting. The old-school principles of building a business that is valuable for shareholders and investors should be taken to heart.

"We never splurged, none of us drew big salaries. But today we see that while companies are in trouble, founders have all the money," said Srivastava. "You can confuse raising money with success. At the end of the day, a successful business is one that can make a reasonable profit."

— Taslima Khan







Vishal Singh and Puneet Samant

# Benoit: Next-Gen Fashion

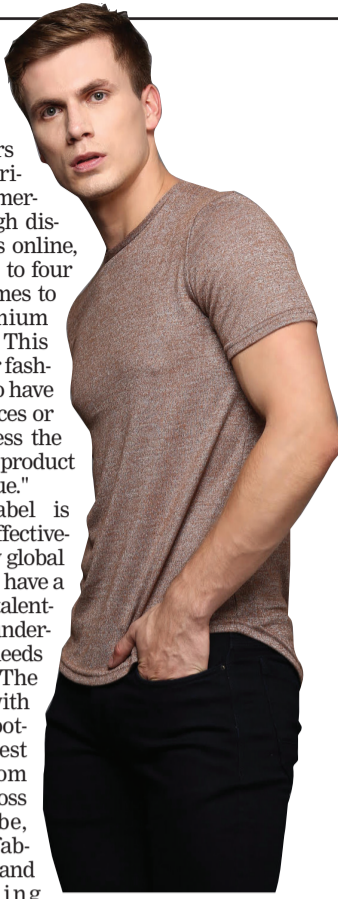
The spiffy world we live in is now all set to witness a trendsetting revolution by an online fashion portal, namely benoit.fashion. Benoit means 'blessed' in French and is pronounced as 'ben-wah'. This modish label aims to bring the latest global fashion trends for millennials at affordable prices online.

Vishal Singh, founder and CEO, Benoit fashion, shares his journey and vision for the company. "I have been a fashion conscious individual right through my college days and I like dressing up in sync with the latest fashion trends. But I faced a big challenge in finding these latest trends online and offline. Given the exposure and reach

of social media today, fashion trends travel much faster across the globe, more so for the youngsters who are willing to experiment. While there are numerous choices available at high discounts for shopping clothes online, our market is always three to four seasons behind when it comes to current trends and premium ready-to-wear products. This becomes a huge problem for fashion-forward consumers who have to rely on global marketplaces or make a trip abroad to access the current trends and get a product that offers high fashion value."

The Benoit fashion label is addressing this void very effectively by providing high quality global trends at great values. They have a young team of very talented designers who understand the fashion needs of youngsters. The process starts with research; spotting the best styles from runways across the globe, sourcing fabrics, design and pattern making and finally the production. This wondrous team has worked towards achieving the turnaround time of less than 15 days from a concept to a product. Currently, they source best quality fabrics from Turkey, China and India. Benoit plans to become the one-stop, one-click online portal for the fashion forward consumers in India and eventually converting the discounted market into a fashion-first one. Proactively, the owner is keen on looking to expand in all apparel categories following which his fashion label shall move towards footwear and accessories.

Earlier this year, Benoit raised seed funding from Deepak Nathani, founder & CEO Relfor Labs and Co-founder Cybage. With his immense amount of experience in the world of successful businesses, Nathani is also a part of many startups based in Pune, along with mentoring the Benoit fashion label with his astute vision towards business prospects and growth.



# EarlySalary: An app that solves your month-end cash woes

Adivya Sharma (name changed), 23 from Pune needed Rs.18000 to pay his brokerage while shifting into a new flat. Divya Sinha (name changed), 26 from Bangalore wanted Rs.20000 to host a birthday party for her pet on 26th of the month. Akash Gupta (name changed), 27 wanted Rs.22500 to go for his best friend's bachelor party to Goa in the last week of the month for a 3 day trip and Aditi Srinivasan (name changed), wanted to buy new clothes during the big online sale. Asking parents or friends could be embarrassing while approaching the employer requesting for a salary advance for such requirements does not seem appropriate. Banks on the other hand would require them to have a strong CIBIL score to be able to borrow. Moreover, banks will provide them personal loan schemes for around Rs.3lacs for a time period of 36 months rather than short terms loans like Rs.20000 for 10days till

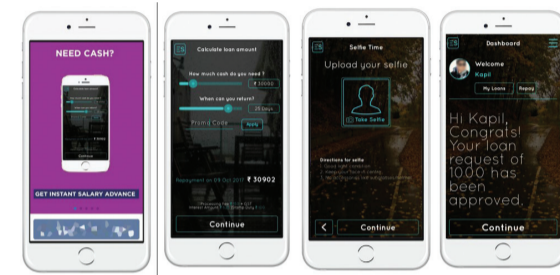


Akshay Mehrotra & Ashish Goyal

the next salary day.

EarlySalary is a quick solution to help avoid this embarrassment of asking someone for money. It's a new way to get your salary just when you need it, that too within minutes.

As a product EarlySalary is a short term, small amount loan given to salaried individuals in real-time through a mobile app. These loans are similar to salary/cash advance or credit card cash withdrawals but are enabled with a technology which can review customer profiles in real-time. Using the EarlySalary mobile app, you can apply & get a loan/salary advance approval



### Who can apply?

- Salaried Professionals
- Individuals over 21years of age
- Earning Rs.20,000 per month
- Social media profile & a smart phone

### How much can you get?

- You can borrow 50% of your salary

### Current Traction?

- 80,000+ loans worth Rs.100+Crores

### Why people borrow from EarlySalary?

- Month-end cash flow needs
- Relocation and the need to settle in a new house or town
- Short vacations & weekend trips
- Shopping experiences
- Medical emergencies, etc.
- Paying dues on time - credit card bills, utility bills, house rent, etc.

within 10 minutes and instantly get money transferred to your account. The venture set-up by Akshay Mehrotra & Ashish Goyal has crossed 1million downloads and disbursed 80,000+ instant advances/loans. Enabled with a Machine Underwriting & Algo based decision making system, EarlySalary is one of the fastest growing credit products in the consumer lending and FinTech space in the country. Additionally, more than 150 plus large employers have also tied-up with EarlySalary to enable employees get instant salary advance and instant loans.

For more details: Download EarlySalary from an App Store. Write to [abhinav.mathur@earlysalary.com](mailto:abhinav.mathur@earlysalary.com) (9899673886) or [godhuli.commar@earlysalary.com](mailto:godhuli.commar@earlysalary.com) (7507373702)

# EDUVANTAGE ONE OF INDIA'S LEADING INTEGRATED ASSESSMENT SERVICE PROVIDER



Corporate Assessment in Mumbai

Eduvantage is uniquely positioned to be the leading assessment partners for schools backed not only by the EAT tool but also a smart classroom solution and most importantly its proprietary psychometric assessment tool.

Based in Delhi, Eduvantage has over 1000 assessment centers across the country and works with multiple Sector Skill Councils including retail, banking, electronics, automotive, logistics, gems and jewelry, instrumentation and apparel amongst others. It also has a robust panel of over 1000 certified assessors across multiple sectors and specialties.



Eduvantage is an ideal partner for corporate clients in providing best in class assessment tools that help in hiring the best suited candidates for their workforce and retaining the best talent by identifying skill gaps in the existing workforce.

Eduvantage endeavors to provide the best in class assessment solutions for every requirement from corporate clients to educational institutions to the government.

For more information on Eduvantage is available on [www.eduvantage.in](http://www.eduvantage.in) or via email: [admin@eduvantage.in](mailto:admin@eduvantage.in) or the helpline number: 011-40541330

Eduvantage is amongst India's leading assessment and certification organizations that was founded with the objective of providing scalable, quality, multi-lingual and transparent assessment solutions for corporate clients, schools, colleges, universities and the government specifically multiple Sector Skill Councils.

Eduvantage's proprietary 'Eduvantage Assessment Tools' (EAT) provide an end to end integrated suite of assessment tools including web based tools, automated OMR tools, mobile (voice) and app based tools. EAT provides a comprehensive score based on various test (logical ability, reasoning, communication, sector knowledge etc.) which not only makes hiring decision easy and objective but also saves hiring

cost by administering these tests remotely. In addition, it also creates content in multiple languages and formats.



Assessment using Tablets



An offline Assessment in Arunachal

# SnapKirana- A Digital Platform Empowering the "Real" Retail

Indian retail is over 600 B\$ market per year, which includes 70% market share of food & grocery. Of the total food & grocery market, 94% is unorganised retail Kirana store segment and rest is the organised retail including the fastest growing online grocery channel.

The mom and pop or around the corner retail grocery stores continue to have a very high emotional connect with the consumers and operate at a very low margin. These folks want an online digital presence to get their brand recognition and acknowledge that the next generation is digital app and internet savvy but still want the high touch and feel customer service.

Jitendra Nene, Vijay Ghatge, Bharat Limaye and Rahul Shingi, old time IT veterans were sitting at a local chai tapree and discussing the market potential. Each had spent over 2 decades in the retail IT world servicing large multinational global organizations. Given their experience, they decided overnight to take a deep plunge into the startup world and left their cushy high paying IT jobs and pooled in their own savings to start the new venture called "SnapKirana".

The first year was a challenge, with huge learnings and painful, as they built the B2C custom applications platform which had a good success and expanded their foot print into over 300 plus stores and 3 cities in Maharashtra. These Kirana stores that did not have an e-commerce platform or digital presence can now enabled it within 3 hours after signing up with SnapKirana. Some Kirana stores wanted personalization and "Personalized contextualized white labelled Mobile Application" took birth. There, the store can have its own branded digital presence. Over 30 stores signed up within one week of launching this idea.

By interacting with store owners, the idea of the B2B side popped up that had huge optimization and cost issues and many levels in the entire retail distribution system; all the way from

brand to consumer.

This idea then gave rise to expanding their platform to accommodate B2B side of the process in an integrated manner which immediately created quite a buzz and they were able to sign up with a couple of large MNC firms who were impressed with their SnapKirana platform and digital presence in over 300 stores in multiple cities. It was a testimonial of lot of hard work in creating, designing and development of the Integrated B2B2C Platform.

Given their long corporate background, the CSR concept was also implemented where during different festivals, the founders went to a local school for special kids who were creating products and created a marketing campaign, gave them a digital presence to sell their products and all profits (even low) were donated back. This was just the beginning of the CSR activities that are part of the DNA of the founders.

SnapKirana team works closely with a very high powered advisory panel of Pradeep Lokhande, Chandra Agnihotri, Venkata Arikirevula and Shrikant Kulkarni from Retail, Consumer Goods, IT and business consulting background to empower their vision.

This is just the beginning as now they are seeing some interesting additional service line opportunities given that the Integrated B2B-B2C platform has been functional and can be repurposed for service lines in other Industries who have expressed their interest to leverage the SnapKirana Digital Platform. The vision is to expand their food & grocery B2C & B2B platform pan India and subsequently international markets.

Stay tuned for more news as they make progress using their innovative thinking approach towards building the Digital Platform.

For more details visit <https://www.snapkirana.com/>



# Factory for Talent Manufacturing

Talent Factory is one of the best modelling agencies in India. With its prime focus on talent and celebrity management and with consistent efforts, Talent Factory has emerged as one of the leading fashion companies in the country since 2003.

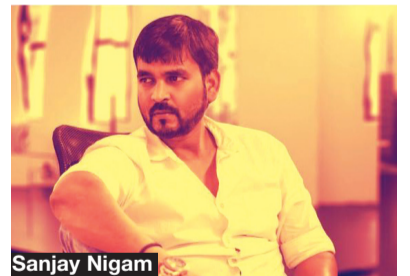
Talent Factory has emerged as one of the best destinations for talent who want to start their career or are already there but want to excel. It is proud to be associated with some of the outstanding and excellent Indian artists. They are linked to few prominent celebrities, like- Akshay Kumar, Saif Ali Khan, Malaika Arora Sonakshi Sinha, R Madhavan, Chitrangda Singh, Tamanna, Zarine Khan, Asin, Kunal Kapoor, Ali Zafar, Ali Fazel, Shamita Shetty with Exceed entertainment.

Under celebrity management, they arrange leading celebrities, playback singer, and anchor for the purpose of Wedding functions, guest appearance, commercial event performances, fashion shows. The most acclaimed services include providing celebrities for brand

endorsements, promotional events, launching of store or product and award nights.

Talent Factory has been conducting small and big fashion shows that have strengthened their basic foundation in the fashion & entertainment industry. Delhi Times Lifestyle week, Bombay Times Fashion Week, India Showcase Week etc. are some of the most rewarding and large-scale projects so far. They provide end to end solutions from production to artist management, guest-list management, PR & Marketing Communications.

The founder of the company Sanjay Nigam, has made Talent Factory a success story. He has also founded companies likes Moksh Events in 2006 and La-Finesse- the world's longest fashion series in 2011. In 2013, he started the Indian Bridal Fashion Week that has gone to become one of the most sought after shows by designers. Sanjay Nigam has done a commendable job in promoting and launching products of domestic companies and MNCs. He is also a member of World Life Coach Federation. Sanjay, while pursuing a PhD



Sanjay Nigam

in psychology, is writing a book for youngsters on trying to make it big in fashion and Bollywood.

For more information, contact: 8056188076 or mail to [AB.Rahim.Shah.Business.Head@teamtalentfactory.com](mailto:AB.Rahim.Shah.Business.Head@teamtalentfactory.com) Website: [www.teamtalentfactory.com](http://www.teamtalentfactory.com)



Team

# Startup India is now open to feedback on project progress

The Startup India official website has opened up a feedback mechanism for all stake holders of the startup ecosystem to submit their views on ranking of states and union territories on the basis of the achievements made in the implemen-

tation of their startup policies. "While the parameters have been made public and we are inviting feedback on state ranking from the general public, we expect the final ranking of states to be announced by June next year," said a government official want-

ing to remain unnamed. The department of industrial policy and promotion, the nodal body for implementation of the central government's Startup India policy, had been working on drafting parameters for ranking states and has now made them public on the startup India portal.

Since Prime Minister Narendra Modi launched the Startup India plan with 19 action points in January 2016, about 15 states have so far announced their startup policies in the last one year.

These include Telangana, Karnataka, Odisha, Chhattisgarh, Gujarat, Bihar and Uttar Pradesh, Madhya Pradesh and Uttarakhand. Four states - Andhra Pradesh, Goa, Kerala and Rajasthan - had a startup policy before the launch of the Startup India action plan. The different param-

eters to be considered for ranking states fall under four heads, hand holding and easing compliance with regulations, infrastructure support, research and development and human capital development support, fund raising support and fiscal incentives, marketing support and promoting international exposure to state startups.

For this exercise, all actions and initiatives

undertaken by states on or before March 2018 will be considered. Some of the parameters, which was essential for states to have a well-defined startup policy running, include having a startup cell or helpline and a mobile or web portal to act as a one-stop-shop for all queries on starting up, the size of the mentor network created by the state government for startups and also the number of key incubators for incubation support to startups.

— Taslima Khan



## Clipbyte makes challenges of monitoring news a thing of the past

One of the biggest challenges today for corporates has been monitoring the vast broadcast media space for various developments related to their industry and their own brand, even while keeping a tab on the kind of coverage they get which could range from 'market-friendly' to negative. Till now there was no way to keep pace with the wide variety of news breaks, analysis and coverage of various companies and industry that happen round-the-clock on almost 100 mainstream TV channels in India.

From this dire need of the corporates to monitor specific news, brands and analysis was born; the broadcast monitoring platform, Clipbyte.com. "There are hundreds of channels in India today that cover social, market, economic and political issues which are difficult to keep tab as it comes and goes in a flash. It was impossible to check TV channels round the clock. We filled the void quite effectively", explains Sakshi Parab, one of the four promoters of Clipbyte.

"In a year we store over 1,05,120 hours of information in our servers. All the



Left to Right: Shilpa Pawar, Jyoti Babar, Ravindra Katke and Sakshi Parab

channels is instantaneous and the subscriber is kept aware of what is going on in real time. Clipbyte provides a dedicated platform to each of its subscribers where all the latest videos are parked and can be accessed by the subscriber from his phone with ease. "Time is of essence for the corporates, and hence the lead time between the news breaks about a particular company or an industry has to be actionable for the affected party. To make it convenient for the subscribers can share the web link via email and social media.

We give coverage of not just English and Hindi channels but also many Indian languages", says Jyoti Babar, the fourth promoter of Clipbyte. Clipbyte already has some of the biggest corporate names in its kitty of subscribers. Clipbyte has forayed into transcription of audio to text. Analysis of news, brands and sports measurement is yet another value added service that Clipbyte has become popular for in the recent times. Clipbyte also starting to provide video services in HD as the demand for better video resolution has risen considerably.

When a corporate subscribes to Clipbyte services, the flow of all the news coverage on various television

software we use are designed and built in-house", says Ravindra Katke, Director of Clipbyte.

The best part of the deal for any corporate which wants to access any business news from 2013 is that they only have to provide the keywords and the entire information and video clips can be made available in few minutes. In all, it is estimated that Clipbyte content team monitors 1,72,800 minutes of news and analysis, says Shilpa Pawar, the third promoter of clipbyte.

## Gray Matters. Shortest Sentence in Business Bible

Executing on strategy, addressing business challenges, building capability for the future, these are just some of the hard-hitting scenarios you are faced with in today's VUCA environment — and Gray Matters Consulting has developed a robust and sustainable solution in the human capital domain to help clients approach these challenges. Many organizations today are attempting various overhauls in their organizations through changing behaviour and capabilities across levels. You as business leaders today acknowledge that to meet your performance goals, you need to reinvent



Sanjay Roy Chowdhury and Shilpa Chakraborty

the organization and make it more efficient and effective. Look no further.

The name says it all, Gray Matters with a byline "It's not about counting heads. It's valuing what's in them. That's what matters". Started by Sanjay Roy Chowdhury, an alumnus of XLRI and reinforced by Shilpa Chakraborty an alumnus of Symbiosis. Each having decade long consulting experience from Ernst & Young are well-equipped to compete with the Big4 at equal footing with added innovations to their solutions. Gray Matters have advised 130 plus clients in a few years in India.

Bangladesh and Middle East.

Gray Matters is all set to transform the way HR Advisory Services operates, constantly linking HR aspects to business results, introducing new methods of learning through gamification, converting drab manuals into comic books, using 'murder mystery' simulations to facilitate problem solving. In fact, they have transformed the whole aspect of competency mapping into a series of 'gamified experience' that the participants go through, which enabled one of their clients to win "The Great Place to Work Institute" - Unique Initiative Award.

For Gray Matters, GROW® model (Gray Matters Result Oriented Workplace) serves as their guiding framework for all transformation assignments. With 70% repeat business, they have consulted 50 plus clients on organization design and change management and helped 40 plus clients in developing a robust performance monitoring system along with business dashboards with smartKPIs.

For more information email: [contact@graymatters.co.in](mailto:contact@graymatters.co.in)

Gray Matters offer the following services in the Organization Transformation gamut:

ORGANIZATION  
Design &  
CHANGE  
MANAGEMENT

PERFORMANCE  
Monitoring &  
BUSINESS  
SCORECARDS

COMPETENCY  
mapping &  
ASSESSMENT  
CENTRES

JOB  
BANDING &  
Compensation  
BANDING

MANPOWER  
mapping &  
PROCESS  
OPTIMIZATION

## EDS AVIATION - YOUR PARTNER IN THE AIR FOR MEDICAL EMERGENCIES

The world today is a smaller place thanks to the developments in technology that have shrunk distances and made even the most far off places more accessible and better connected. Air medical service involves air transportation to move patients to and from health-care facilities and accident scenes. EDS Aviations is one of the pioneers in the industry in India, offering fully equipped air ambulances and patient transfer services. Be it non-emergency patient repatriation on domestic or international routes or an emergency call requiring a dedicated air ambulance, EDS Aviation has what it takes to offer safe, professional and committed services.

The EDS Aviation group has specialised professionals across the fields of aviation, medical, marketing travels, aircrafts, ground - handling and chartering to offer a superlative Medevac experience. The dedicated team is available round the clock to discuss your need and organise services that are customised to your requirement.

The company aims to become a leading lifesaving company in India, Asia Pacific and other parts of the world by rendering swift and reliable air ambulance services. The top of the line aircrafts have modern medical equipment support. The medical personnel receive extensive training in flight physiology, airway management and emergency procedures to ensure the best possible care. Advanced Cardiac Life Support (ACLS) and Pediatric Advanced Life Support (PALS) certification are required for all medical crew members.

### SPECIALISED SERVICES FOR CRITICAL TRANSPORTS:

- Children needing emergency medical care
- ICU to ICU transfers (inter-hospital intensive care patients)
- Cardiac emergencies
- Ventilator-dependent patients
- Multi-trauma cases



From left : Fikal - Operation Director, Parvezz - Director Sale, Nagasankar Segu - Founder, Managing Director (India) CEO, Shikkander- Managing Director (Singapore)



- Spinal cord/head injury rehabilitation
- Transplant recipients

EDS Aviation has the right experience and expertise and backed by extensive connections and knowledge in the industry. The company is the perfect partner to transport your loved ones across the world, with special care. Their worldwide network alliance allows them to provide services from/to virtually anywhere in China, India, Maldives, Sri Lanka, Bangladesh, Myanmar, Vietnam, Lao, Cambodia, Thailand, Malaysia, Philippines, Indonesia, Papua, Australia, New Zealand, Diego Garcia and UAE in timely manner. Other operated aircrafts for the mission Gulfstream 150, Learjet

35, Learjet 45, Challenger 605 which are supported from EDS Singapore.

### WHAT AIR AMBULANCES DO FOR YOU?

**Beside to Bedside patient transfers:** EDS Aviations arrange every detail of a smooth transition with two experienced medical team members by your loved one's side the entire trip.

**Ground Ambulance both the destination:** EDS Aviations coordinates ground transportation between facilities and airports, never leaving your loved one's side for a moment.

### HIGHLIGHTS:

- Air Ambulance service with experienced escort team
- Dedicated Medevac Provider
- Aircraft and Helicopter Evacuations
- Comprehensive platform for one stop execution
- Highly experienced professionals and aviation veteran
- Compact intensive care units, staffed with highly trained physicians, nurses, paramedics and respiratory therapists
- Specialist Doctor Arrangements
- Home Care

You can only get the best air ambulance care by combining the best medical practices, with the state of the art medical equipment and highly trained and experienced medical staff. And, you only get the best aero medical travel experience when you add genuine compassion to the mix.

With professional medical staff and efficient operations, EDS Aviations will be your priority partner available at your service 24/7, with care.

For further details call:  
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Shikkander - +65 8799 7718  
Email: [info@eds-aviation.com](mailto:info@eds-aviation.com)  
Website: [www.eds-aviation.com](http://www.eds-aviation.com)



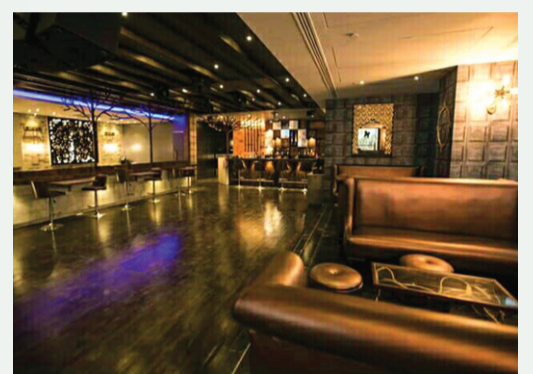
## OFF THE GRID - A CONFLUENCE OF HOSPITALITY AND ENVIRONMENTALISM



Sicilian Penne Masala

"Your attitude determines your altitude," says Captain Avinash Singh as he reflects on his exciting and dynamic journey. An international commercial pilot with over two decades of experience, Captain Avinash channelized his passion for the environment and hospitality to create Off The Grid (OTG) — a unique theme restaurant and banquet in Andheri. "Pilots have a unique skill sets that includes courage, discipline, nerves of steel under pressure and most importantly, the willingness to care for others. I have always had a passion for business and hospitality which motivated me to start OTG. We have an eco-friendly setup, for example we use solar energy for cooking, cast iron crockery and earthen pots for serving," he says.

OTG is a confluence of fine dine, corporate hospitality, bar and a party space, catering to diverse needs. There is also a patio, which can be used as a Co-Working space until 5 PM. Captain Avinash has put in a lot of thought to create this potpourri, clearly



Party Area / Dance Floor



Captain Avinash Singh

It doesn't matter whether you are 16 or 60, life is too short to be doing work that you don't enjoy

marking the different themes at OTG. But of course, the food is the essence of the place. Having flown all around the world, Captain Avinash also endeavoured to bring in different cultures to provide a fine culinary journey at OTG. Chef Juliano Rodrigues helped him design a menu that focuses on ethnic as well as global cuisine. Fresh and local produce comes together along with the slow-cooking method to tickle the patrons' tastebuds. The bar has its own craft beers and cocktails to complement the cuisine on offer.

Captain Avinash continues to be a globetrotter even as OTG builds its loyal clientele. "It is my vision to see a change in energy consumption patterns around the world and for me OTG is the beginning. It is about living your passion and also doing your bit for your home — Mother Earth," Captain Avinash concludes.

## Ecommerce companies need not collect tax at source till April

The government has decided to defer a goods and services tax provision that requires ecommerce companies to collect tax at source while making payment to vendors and suppliers until April, giving much respite to online retailers.

According to GST rules, ecommerce players are required to collect 1 per cent tax collected at source (TCS) on payments to suppliers of goods in excess of Rs 2.5 lakh. The government on Friday notified that this provision will not

come into effect until April next year. "Now there is absolute clarity that you don't have to do TCS at least for this financial year," said Krishan Arora, partner at Grant Thornton India LLP.

"This is absolute positive news because they (ecommerce companies) were already grappling with multiple compliance requirements for filing of returns," he said. "They will at least be



According to GST rules, ecommerce players are required to collect 1 per cent tax collected at source

able to smoothen their compliance for the regular transaction and ultimately when the systems are in

place they will probably be better alignment with their vendor database."

Spokespersons of Amazon and Flipkart were not immediately available for comment. In June, the finance ministry had already deferred the TCS once when the government announced switching to the new GST regime.

"We are all for the TCS but the GST network is not ready and when the GST network is not ready implementing TCS was not a good option because then reconciliation and all those issues would have happened," said a vendor who sell on ecommerce sites. "That was bad for the sellers if there was any problem due to that."

— ET Bureau



Dr. Srinubabu, CEO Pulsus HealthTech

The Pulsus group is a health informatics and healthcare services company, publishing scientific, technical, and medical literature, since 1984. In a mission to preserve, pursue, share and distribute scientific discoveries and knowledge, Pulsus focuses on expanding healthcare informatics and pharmacovigilance market studies of current and future prospects of the global healthcare market.

Headquartered at Singapore, Pulsus group has offices in London, Ontario and Hyderabad, Chennai and Delhi and taken healthcare informatics to medical and pharmaceutical professionals throughout Europe, America, Asia, Australia and other continents. Pulsus has consistently received endorsements from medical associations and industries of international repute, for bridging relations between industries and

## PAVING THE WAY FOR ENHANCED MEDICAL AND SCIENTIFIC KNOWLEDGE

practicing physicians. We learn more in a conversation with Dr. Srinubabu, CEO Pulsus HealthTech.

### WHAT DOES PULSUS DO?

Pulsus Pharma-ovigilance collects archives and monitors individual case study reports with reference to four phases of clinical research and development including existing and emerging molecules, adverse drug reaction reports, effectiveness and risk factors assessment. Pulsus conducts 500 plus global meetings every year, enabling physicians and industry professionals to come together and takeconclusive steps towards advanced therapeutics and treatment aspects.

### CONDUCTING OVER 3000 CONFERENCES WORLDWIDE IS A HUGE TASK, HOW DO YOU MANAGE THIS?

Yes, organizing 3000 conferences in over 20 countries is challenging in terms of breaking cross cultural barriers, logistics and putting the right people on board.

With the right planning, effort and effective time and project management skills, we execute to perfection through our detailed plan of action and committed workforce.

### MANY BRILLIANT INDIAN RESEARCHERS BELONG TO RURAL BACKGROUNDS. HOW DO YOU RECOGNIZE THEM AND MAKE THEM AWARE OF YOUR OPPORTUNITIES?

India has about 120,000 scientists, just a tenth the number in the United States. Hailing from a rural backdrop, I personally believe creativity and talent are evenly distributed. Rural Indians only lag behind urban students in English fluency and finding the right resources.

Through our CSR activity, Young Researchers Forum, we organize free seminars, symposiums and workshops for talented students across universities and rural colleges and provide a global platform to showcase their research and explore opportunities. We offer an

award of USD 1000 and special privileges for young researchers to publish their research work in our international journals and attend our conferences at discounted prices. On an average we receive 5000 papers, which is 7% of the total papers we receive globally.

### IS THE INDIAN PHARMA INDUSTRY RESEARCH FRIENDLY?

Although Indian Pharma is high in terms of volume, generic products, serious research and innovations are lacking. However, with compliance and regulations becoming more stringent, Pharma transforming into end-to-end research and development, seems optimistic.

Big Pharma companies and even small start-ups are keen to attend Pharma conferences, workshops and symposiums, and willing to make partnerships with researchers and academicians to scale up their research outcomes into lifesaving products.

### WHAT ARE SOME AWARDS/ RECOGNITION RECEIVED BY PULSUS HEALTHTECH?

Pulsus HealthTech has made significant progress in the areas of our open access publications, e-books, and international conferences. Awards and recognition demonstrate our commitment to excel. Our subsidiaries ImedPub and Conference Series LLC bagged Healthcare Excellence Awards as Best

Medical Publishing Company and Best Medical Events Company 2015, honored by Indus Organization from Shri. E.S.L Narasimhan- Hon. Governor of Telangana & AP. Our international events have been recognized and appreciated by eminent personalities like:

- Pat Quinn, Mayor of State of Illinois, USA for Women's Health, Gynecology, & Obstetrics 2015
- Brian Sandoval, Mayor of Nevada, USA for Food Technology 2015
- Boris Johnson, Mayor of London for Neurology 2016
- Kasim Reed, Mayor of Atlanta, USA for Virology 2015
- Greg Stanton, Mayor of Phoenix for Parkinson's 2016

### WHAT ARE YOUR FUTURE PLANS?

Since inception, we have grown manifold. Beginning with 2 conferences in 2007, we reached 3000 in 2017. With existing infrastructure and employee size, we plan to organize 5000 conferences in 50 countries by the end of 2020.

We have recently launched an online digital video library where all our conference proceedings are shared to be accessed by the online communities freely. We are also building global databases of 3000000 eminent researchers' profiles, abstracts, articles and powerpoint presentations from Medical, Pharma, Engineering, Science, Technology and Business communities to bring greater visibility to their profiles and research globally.

For any further details about ET Startups, contact [shaaz.hasan@timesgroup.com](mailto:shaaz.hasan@timesgroup.com)