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DYNAMIC AND PERSISTENT ACHIEVERS



Aayushman Sinha
Founder, REPRESENT,
BlackCab and RADAR



Gauri Sheoran
Indian
Pistol Shooter



OVERVIEW

India is the land of people with exemplary talents and achievements. This Marquee issue celebrates and recognises the achievers so unique. Showcasing excellence in varied fields ranging from entertainment to sports and hospitality, the young and dynamic blood of India has made us proud across boundaries. Identifying the scope of future generations in diverse establishments, this Marquee issue highlights the achievements of some of the finest youth of India in their respective genres. They are multifaceted and multitalented people who aim to make a global impact and add value to the existing businesses. The out-of-the-box ideas and entrepreneurship talents have brought the young minds of India on the forefront on global level with continued growth towards a better and brighter tomorrow...

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GUNS AND THE GORGEOUS

Gauri Sheoran, Indian Pistol Shooter has been making India and Indians proud with medals and laurels from across the world

Gauri believes that sports work as a medium and a channel to introduce someone to a broad set of chances who truly believes in training hard to be skilled and wish to represent their country someday. Gauri says, "No doubt that the responsibility of representing India can be difficult but the spectrum of opportunities that it opens for me or anyone else in a similar position is immeasurable. The experiences shape you to strive for a better personality with each passing day. The exposure makes you more adaptable and observant of what goes around the world."

The young and dynamic—Gauri Sheoran has been beautifully embracing her responsibilities all at just 23 with a pinch of adventure added to all of them. Through shooting endeavours, her passion for travelling around the world and exploring new people and cultures is coming to life.

Gauri found her true calling in what the sport presented her with. She gradually analysed and learnt event after event all at different places and times. The discovery of her true interests has been nothing less than an evolution of her being. This discovery of hers proved that sports activities do not restrict someone to what they do on the field but also open up new horizons for them to explore beyond their known interests, offering them an opportunity to pick from a host of tracks to tread on. For Gauri, the events and experiences opened a plethora of possibilities for her inner peace. It gave her many opportunities to grow further even if that meant on a different level and arena. Gauri believes, "Sports is not just about the game you play but it is an entire package of self-growth with vast development opportunities". Gauri has only been proving her points right with her success.

Her first experience on international grounds as an Indian Pistol Shooter was when she participated in the ISSF World Cup in 2013. Ever since then she has visited over thirty countries to date. Her keen interest in fashion that differed across various borders and cultures fascinated her. Gauri's talent and interests are not just limited to guns and she envisions herself working as a fashion stylist in the near future. Her off-shore experiences are sure to help her move up the ladder in the fashion industry as a stylist and pursue her practice of creating fashion statements.

Gauri has been passionate about giving back to society. The gorgeous lady has a generous heart and she enjoys working for the upliftment and betterment of society. She actively participates in several drives to combat and reduce social evils. She has been working for several social causes in different capacities in various cities. She believes that it is vital to serve society. She says, "No matter how indulged and tied-up we are



“ No doubt that the responsibility of representing India can be difficult but the spectrum of opportunities that it opens for me or anyone else in a similar position is immeasurable. The experiences shape you to strive for a better personality with each passing day. The exposure makes you more adaptable and observant of what goes around the world.” – Gauri

with our daily life and personal priorities, we should not forget to give back in one way or the other.” Currently, Gauri is serving as the National Child Health Mission's brand ambassador to work towards the betterment of children healthcare. Gauri has been donating regularly to the welfare funds. During the pandemic time, she volunteered to not just extend monetary help but also to distribute food bundles (6000), covers (5000), and sanitisers (2000) amongst the people of Chandigarh and Panchkula.

The New Age Entrepreneur

A Mumbai based entrepreneur—Aayushman Sinha, Founder, REPRESENT, BlackCab and RADAR has successfully spearheaded his ventures to drive towards excellence in Artist Management, Entertainment & Advertising, and AR/VR Solution provision arena.



Aayushman Sinha, Founder, REPRESENT, BlackCab and RADAR

As a young visionary at 27, Aayushman is regarded in high spirits for building pop culture in India. He who had embarked upon his ambitious journey at the tender age of 18 is regarded as one of India's youngest entrepreneurs and achievers in the media and entertainment industry. Aayushman believes that as an aware youth being able to identify personally with the demands of the young consumers and being capable of catering to the creative demands helped him in driving brands towards their full potential. His deep sense of collaboration and development has been his key to greater success in such a short span of time. Through his web of businesses, he aims to achieve what he envisions; he aims to take India's rich culture across borders and time zones and become an exporter of content and artists. His campaign #TakeIndiaToTheWorld has been active and thriving for more than 7 years now to turn his dream into reality.

Talking about his entrepreneurial ventures, Aayushman has been running three active businesses simultaneously...

About REPRESENT

Established in January 2019, the firm has made its mark as one of India's premiere talent management and music consultancy companies. The company's potential and bright future could be predicted by its very first project which

included onboarding of Shah Rukh Khan for a first-of-its-kind cultural collaboration between Marshmello and Pritam for their dance hit—Biba. REPRESENT's list of esteemed clientele includes the likes of Akanksha Bhandari, Anuv Jain, Armaan Malik, DJ Chetas, Lost Stories, Monica Dogra, Nina & Malika, Yashraj, and Zaeden. From managing upcoming artists to collaborating with established names REPRESENT is a true multi-genre artist production agency with services such as artist development, branding, live event bookings, tour management, music marketing, brand partnerships, and IP development.

Keeping Afloat in the Times of a Pandemic

REPRESENT's agility in designing a robust sustainable model led to the benefits of both the artists as well as a new business stream for the agency. Their idea of making artists independent of labels and partnering with media/tech clients to host virtual live events kept them ahead in the league. REPRESENT partnered with Instagram to produce India's first IG Live Music Festival—#LiveInYourLivingRoom. After its success, REPRESENT facilitated a strong B2B partnership between JioSaavn and Triller. Since then, there has been no turning back for REPRESENT; they have been working with various media and tech platforms to help them with their music strategy, creator & artist relations, and partnerships.

About BlackCab

Expanding his work horizon, he founded BlackCab with three of his best friends from college. It is a new-age marketing and advertising agency or as they would call it, a 'Communications Think Tank'. Its foundation is laid on the principle of collaboration between strategists, marketers, and visualizers. Aayushman's 3-year-old company is skillfully handling annual and ad-hoc mandates for the likes of JioSaavn, PREMIER, Facebook, The Bakers Dozen, etc. Like Founder, like Team, BlackCab has over 50 marketers, aged between 25 and 30 and is one of India's fastest-growing as well as one of the most exciting marketing agencies to work at by popular choice. BlackCab's scope of services is not limited to conventional digital marketing practices but includes brand strategy, creative, marketing, production, digital innovation, influencer marketing and web design & development.

BlackCab aims to set up one of India's first and finest vertical studios by the third quarter this year, which would focus on creating and producing content optimized for smartphones. The move comes after understanding and contemplating the need to scrap conventional advertising methods to focus on short form content that can be consumed through smartphones thereby optimizing the audience's experience and driving better ROI for the advertisers.

The Future—RADAR

"I've never been the type who sits idle. When I see a business reach a stage wherein daily operations can run on autopilot without much of my intervention; I begin working on ideas with the potential to add value in the future," said Aayushman. After the success of REPRESENT and BlackCab, he established RADAR in association with two of his friends. RADAR has been established to develop strong AR/VR solutions for brands and retail setups. The highlights of RADAR—bringing the best of AR and VR solutions #OnYourRADAR!—would include:

- ▶ Decoding the scope of AR/VR in boosting businesses
- ▶ Developing proprietary tech to help retail touchpoints
- ▶ Scaling-up business
- ▶ Providing AR solutions to media apps

WORLD CLASS EDUCATION FOR LUXURY HOSPITALITY

The largest chain of premier hospitality and hotel management schools across India, International Institute of Hotel Management (IIHM) started its journey from Kolkata in 1994...

A globally recognised centre of excellence in the hospitality industry, IIHM is a part of Indismart Group—the conglomerate that operates the Indismart Hotels and offers education in Hospitality Management in India and abroad. With its campuses in Kolkata, Delhi, Pune, Bangalore, Jaipur, Ahmedabad, Hyderabad, Goa, and Bangkok as well as in Samarkand in Uzbekistan, the students are equipped with global hospitality skills and an international degree from the University of West London thereby enabling employability across the world. The real-time and hands-on experiences gained at IIHM is unmatched and in line with its dedication to the pursuit of excellence in teaching and placements.

An icon in hospitality education with over three and a half decades of experience, Dr. Suborno Bose, Founder and Chief Mentor at IIHM, Chairman, Indismart Group, and Founder and CEO, International Hospitality Council (IHC), London has been instrumental in earmarking 24th April as 'International Hospitality Day'. In association with IBM, he has recently launched career forecasting with Artificial Intelligence and Machine Learning bringing the most advanced systems of reading careers choices and guiding aspiring career test takers to choose from 14,000 career combinations and zeroing the choices to top 3 with an in-depth analysis for the given reasons.

Aimed at enriching students, IIHM's truly international curriculum—including major subjects like front office, housekeeping, food & beverage service, food & beverage production, and entrepreneurship—offers discerning students excellent opportunities. IIHM is an institutional member of the (IHC) International Hospitality Council, London. The students also have the option of completing their final year in the UK, Switzerland, Germany, or Canada.

What Makes IIHM Stand Apart?

- ▶ It is the only hotel school in India attached to a hotel for optimum on-field experience.
- ▶ IIHM's curriculum includes levels 1, 2, and 3 of WSET (Wine and Spirit Education Trust), which could enable a Food & Beverage major student to take the WSET test to qualify for further studies in this area.
- ▶ IIHM initiated the 'Global Connect' programme, with MoUs signed by nearly 70 institutes in the world for the study abroad programme, faculty exchange programme, collaboration in research projects, and internships.
- ▶ It is the only hospitality institute in India approved and funded by the European Union to work on the ERASMUS project; undertaking research for reducing food wastage in the European Union.
- ▶ IIHM's entrepreneurship cell—SAHAS—helps students to start their own businesses.
- ▶ It became the first institute of Hospitality in India or possibly the World to successfully organize a Hackathon in January 2021 to initiate, promote and foster incubation of business ideas amongst hospitality students.
- ▶ IIHM is the only college in the World to organize completely sponsored Wine Tour to Italy, France, and Spain for a period of



10 days to study and makes wines; Scotch Tour to Scotland to study different distilleries and the processes; and Culinary Tour to France to learn about sustainable hospitality.

- ▶ IIHM conducts Caviar Service Practical for students to taste and learn how to serve caviar specially flown from Caviar house London or from Dubai for its students.
- ▶ Organising Rookie Chef and Super Chef, culinary competitions for the 1st year and 3rd year students with their finals in Bangkok for complete international exposure.
- ▶ International Food Festivals are organised and Fine Dining Services are hosted by the final year students to display the epitome of food services to industry leaders among other activities.
- ▶ IIHM has pledged to support the UN's 17 Sustainable Development Goals (SDGs) and is working towards ZERO Hunger goal where the 'Food Soldiers' (students) have undertaken Food Aid initiative to distribute cooked food and food grains among the underprivileged across several cities in India.
- ▶ IIHM organizes 'Calcutta Hospitality Cup' and 'Delhi Hospitality Cup', an annual cricket tournament between hoteliers across India.

IIHM is ready to take on the world with its iconic new technology-based Global Campus at the Salt Lake Electronics Hub where it recently concluded the World's Biggest Culinary Competition Young Chef Olympiad all virtually. A very complex system of web was created to connect over 50 countries across 24 time zones and 7 continents on a common platform giving access to over 200 cameras installed Internationally across the world kitchens with an option for judges to zoom in, from any country of their choice to the closest detail of the cook-off made this experience a very first for the world to see.

Awards and Recognitions

- ▶ Recognised by Economic Times as the Best Hospitality Education Brand four consecutive years, 2017 – 2020
- ▶ Awarded 'Best Hospitality Education Brand 2020' by Zee 24 Ghanta Education Excellence Award
- ▶ Featured in Forbes India as 'Great Indian Institute to Study' in 2018-19 and 2019-2020
- ▶ Being awarded 'Top Hotel Management Institute' award by Competition Success Review since 2012
- ▶ Felicitated for having the best placement team by ASSOCHAM
- ▶ Featured in World's Greatest Brands 2015 - 2016 and 2016-2017
- ▶ Reviewed by PricewaterhouseCoopers IIHM is the only college in the World to have pioneered Young Chef India and Young Chef India Junior culinary competitions beamed on National TV Food Food

What the Leaders in the Hospitality Industry Say...

Padma Shri Chef Sanjeev Kapoor said, "IIHM is new Global Benchmark in Hospitality Education."

"IIHM is the new Gold Standard in Hospitality across Europe, and the World," said Prof. David Foskett, MBE, Chairman of IHC, and author of Practical Cookery Series.



Thank You COVID Global Heroes!



From Brand Institute, the Global Leader in pharmaceutical and healthcare-related name development

We are forever indebted to frontline healthcare workers for their tireless commitment to public health throughout the COVID-19 pandemic, and to the pharmaceutical and biotech industry for their innovation and dedication to solving this global health crisis.

Brand Institute is proud to be the healthcare industry's preferred naming partner for COVID-19 vaccines, therapeutics, diagnostics and clinical trials, proudly partnering on the vaccine brand name development of **Comirnaty**[®] (Pfizer/BioNTech) and **Vaxzevria**[®] (AstraZeneca), the clinical trial names **PINETREE** and **REDPINE** (Gilead Sciences), **COViNOX** (Bellerophon Therapeutics), **Evade** (Adagio Therapeutics), and **GUARDS** (Heron Therapeutics), the diagnostic/device name **ID-NOW**[®] (Abbott), and the nonproprietary names **tozinameran** (Pfizer/BioNTech), **alunacedase alfa** (Apeiron Biologics), **zorecimeran** (CureVac), and **remdesivir** (Gilead Sciences).



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