

JULY 2021

INDIA

Forbes

Neetish Sarda

Vishwas V Sondkar

Dr. Priya Shah

O P Singh

Vinod Kalyan Jadhav

Bakhtawar Krishnan

Zarine Manchanda



GAME CHANGERS

FORBES INDIA

MARQUEE

A Special Marketing Presentation Digital Magazine

Network 18



OVERVIEW

'Transformers' in real life

Anyone who has seen the movie series with the aforementioned name would recognise the significance of transformation, all the more so when it is done during a crisis situation. The ongoing pandemic is perhaps the most unexpected and most traumatic phase in human history. As we make the transition from survival to revival, it becomes quite evident that we are indebted to the game changers in different fields, across the spectrum, for this to a large extent.

They have shown us the way forward and taken decisive steps as and when required, in sync with what the situation demanded at that particular point in time. They are the reason why the wheels of the Indian economy have continued to turn and businesses sustained themselves all through the COVID-19 necessitated lockdowns and other challenging phases. This issue presents a cross-section of some such leaders with the hope that their achievements will provide inspiration to countless others going forward.

VRPandya

Content Consultant: Vijay Pandya
Special Correspondent: Sheetal Shelar Patil
Content Co-ordinator: Divya Mistry
Marketing: Castle Studio Pvt. Ltd.

All Rights Reserved © 2009 Forbes LLC, as to material published in the edition of Forbes Asia.
 All Rights Reserved.

Marketed By

CASTLE STUDIO
 PRIVATE LIMITED

Address: Shoppers point 512, 5th floor
 S. V. Road andheri west mumbai 400058
 Email: kaleem@castlestudio.org
 Website: www.castlestudio.org

CONTENT

03

Neetish Sarda
 Disrupting office Spaces and Experiences



05

Zarine Manchanda
 Young Entrepreneur Extends Empire



06

O P Singh
 Paving Pathways through passion



07

Dr. Priya Shah
 The Matchmaker



08

Vishwas V Sondkar
 Bestowing Benefits of Nature's Bounty to All



10

Bakhtawar Krishnan
 Driving Integrated, Inclusive Growth



11

Manish Parekh
 Facilitating a Sustainable Future



12

Vinod Kalyan Jadhav
 NextGen Scripts Success Story



DISCLAIMER

This book is a special marketing initiative of Castle Studio Pvt. Ltd. in partnership with Forbes India Marquee. While Castle Studio Pvt. Ltd. has taken utmost care to issue error free knowledge in the public domain, readers are advised to independently verify the claims made in the book. Castle Studio Pvt. Ltd. is not equipped to verify the claims made in the book and readers discretion is therefore recommended. Forbes India's editorial team was not involved in this exercise"

Disrupting office Spaces and Experiences

Neetish Sarda, Founder, Smartworks

His insights and ideas have transformed the managed office spaces industry in India while also setting new milestones

Leaders become great not by the power that they have but how they choose to empower others. Riding the winds of change, Neetish Sarda, founder of the largest managed office space provider decided to carve his own legacy. Smartworks, India's largest flexible managed office space provider, was founded in 2016/2017. His desire to distinguish out with his distinctive approach to business, comes with a few anecdotes, enhancing energy of the millennial by creating an energetic office atmosphere. Amenities and facilities in USA lead to high employee engagement levels across offices in the western worlds sparked the idea for Smartworks. As a millennial himself, he understands the needs, demands and aspirations of the current workforce. Alongside building an evolving business model that not only offers them workspaces, but enhanced

work-life balance coupled with a host of finest amenities and lifestyle services in its large independent campuses. 'Create office environments where people want to go, not merely 'have to go!' was the basic philosophy.

In 4 years, with his sheer dedication, focused-approach and commitment, Smartworks has attained the market leadership position competing with Indian and global brands and stands tall as the largest managed office space provider to sector agnostic Enterprises, Global MNCs, unicorns & soonicorns. What started with the vision to revolutionize the traditional working spaces has today become synonymous with office spaces in India.

Dedicated to create something disruptive in India, Neetish decided not to join the family business after completing his education in the USA and Singapore. Neetish belongs to an illustrious Kolkata-based business-family that has a presence in diverse sectors such as Jute Mills, chemicals, distillery, real estate, tea estates and IT/ITeS.

At the young age of 23, he started his own venture- Smartworks, which was then a coworking and flexi space.

He researched, pivoted, and brought into fold the unexpected and untapped section of flexible office spaces targeted towards Enterprises, which until then was untouched. Coworking spaces catered to individuals and small teams, but he was aiming big, long term clients, and sustainability of the business. Large corporations were satisfied in their traditional offices, long tenured leases and had a defined mindset; therefore, significant hurdles in his way. There were fewer takers and believers in his approach,



● Neetish Sarda, Founder, Smartworks

MOVING MILESTONES

Neetish Sarda has achieved milestones in growing Smartworks over the last four years. The company became profitable and a part of the Rs. 300 crore club within four years of its launch. Moreover, the brand has been named among LinkedIn's Top 25 start-ups to work for in 2019. The firm also raised Series-A funding from Singapore-based Keppel Land of USD 25 million in 2019. Smartworks has even emerged as the second-largest flex space operator competing with Indian and global brands with a market share of 14% (as per the report of JLL India -Re-Imagine Flex Spaces 360), and currently holds the number one position. The brand has seen a 3X revenue growth Y-O-Y. Moreover, Sarda has also successfully transformed Smartworks' facilities into a digitally enabled new-age office space.

but he believed in his idea and went ahead. Rest is history. After some initial setbacks, the extraordinary happened. Smartworks attracted marquee clients and unicorns by its range of services and amenities and clocked over 100 crores revenue in just 2 years of starting operation and soon crossed the 300 crores figure. Profitability, which still is a dream for even the global players in this market, Smartworks achieved it with its robust business model and long-term strategy. Post being profitable and demonstrating the viability of the business concept, the company raised Series-A funding from one of the Asia's largest real estate player Keppel Land of \$25 Mn.

A quintessential entrepreneur, Neetish walks the talk of leading the team from the front. While he has empowered his team members, he along with them has been remarkably leading the design, sales and strategy for the brand since inception. His exposure to the nitty gritty of diversified

and large family business gave him the edge and confidence to take Smartworks to greater heights.

Constant learning, iterating, innovation in business offerings and staying in touch with the client needs resulted in tremendous growth and expansion. Gunning for the top with its multi-talented workforce, the company grew from 10 to over 350. From a small coworking space of 10,000 sq. ft. to over 4 mn sq. ft. area under management, expansion has been massive resulting in exponential returns. With presence in 9 key cities (Delhi, Gurugram, Noida, Bengaluru, Hyderabad, Chennai, Pune, Mumbai, Kolkata) with over 30 centres, Smartworks is present where its target audience, Enterprises are based and well-positioned to cater to their office demand. The brand today is acknowledged as the torchbearer of transformation in the managed office spaces.

Logic will get you from A to B. Imagination and passion will take you everywhere, the world belongs to energetic says the new-gen leader who has even used the crisis like the current pandemic into an opportunity to transform his facilities into digitally-enabled workspaces, offering an edge, once again to his company and clients. While Smartworks has been investing in technology since inception, the challenges pandemic bought along accelerated



the need for technology adoption in workspaces. The transformation has been applauded by clients and employees given the heightened need for touchless services and amenities. From touch-free coffee machines to IoT enabled meeting rooms and amenities booking, visitor management system, automated parking system, digital pantry and cafeteria all accessible through Smartworks' Super App, he has reshaped the office experience for the new normal.

The Smartworks spaces are uniquely designed keeping in mind the need for the ideal working conditions and offers spaces to reduce stress, create an environment conducive to productivity and support mindfulness through various community engagement activities.

Currently Valued over INR 3000 crores with over 90% enterprise clients, Neetish

has created futuristic tech-enabled workspaces offering maximum flexibility, cost savings and scalability options, catering to more than 400 organisations comprising Fortune 500 companies and high-growth start-ups like- Microsoft, Samsung, Starbucks, Jaguar Land Rover, Byju's, Swiggy, Flipkart, Moglix, Digit.

The explosive growth is a testament to Neetish's vision for the managed office and flex-space model. In immediate future, the company plans to reach a footprint of 22 million catering to the office needs of over 3,00,000 professionals along with foraying into Proptech vertical leveraging SaaS opportunities.

Neetish has established a reputation as a resilient, creative leader and business strategist who has consistently adapted with the times as a youthful and successful leader. His unwavering belief that excellence is a product of working wisely day in and day out inspired the term 'Smartworks.' 'Workspaces that work for you,' as the company tagline suggests, refers to how well the workspaces operate for all the clients, regardless of their size, type of business, or demographic.

AN ACCLAIMED LEADER

Neetish Sarma is part of a new generation of young leaders in India who are shaking up the workplace and paving the way for a more diverse and equitable future for all working professionals. His endeavours have also been awarded at various platforms. These include the Economic Times Most Promising Entrepreneur 2019 Award; Coworking Leader of the Year- South by Realty+ Co-Working Summit & Awards 2020; Business World 30 UNDER 30 Young Achievers Awards 2021; and the Realty+ 40 Under 40 Award 2021. His brand Smartworks has also been conferred with awards like the Co-working Brand of the Year (Pune) by Realty+ Co-Working Summit & Awards 2020 and Co-working Technology of the Year Award by Realty+ Co-Working Summit & Awards 2021.





Zarine Manchanda

Young Entrepreneur Extends Empire

Widening her horizons even further, the highly successful business creator is initiating another link in the Zarine Manchanda Café chain at Khar West, Bandra and has started a venture with The Electric company

They say that first impressions matter a lot when it comes to making a lasting impact, and Zarine Manchanda makes a compelling case in terms of making a lasting impression. It is instantly evident that the talented young entrepreneur is someone who speaks with honesty and is passionate about her endeavours. It is commendable that she has not only managed to successfully launch and manage three businesses but also a non-profit charity, while overseeing everything efficiently. She is a visionary, driven by ambition, who has set goals to ensure global acclaim. This has been achieved through an impressive marketing and branding campaign that captured the attention of multiple media houses throughout India, and even Hollywood.

LOOKING FORWARD

Talking about her plans for the future, Manchanda affirms, "In 2021 and beyond, I want to expand each of these businesses and to push my boundaries as an actor, social worker, café owner and interior designer. As I make more money, I will always give 25% of my profits to my Foundation so that I can help the poor and follow God's plan for me. This way I can be an inspirational role model, to make my family – and myself – proud."

Coming from a prominent family in Himachal Pradesh, with her father being a politician and minister, as well as a successful businessman and hotelier, she grew up near Dharamshala and in Delhi with all luxuries of life. Manchanda moved to Mumbai a few years ago where she first started with achieving her goal of becoming an actress. In a bid to make it herself, and be self-sufficient, she avoided using her father's legacy and instead took challenges in her stride.

Her natural inclination to help people through the political world led her to set up the Zarine Manchanda Foundation (www.ZarineManchandaFoundation.com) in 2018, at Aarey Colony. With over 200 charity programs highlighted on her website, she has been able to inspire others to help people in need.

She credits her passion for social work to her faith in the almighty, declaring that "The only voice I listen to is God's. I know I am closest to him when I serve the poor, so I strive to bring proper intentions and good karmas in everything I do. This way I know my journey is blessed, and my businesses will grow to a worldwide platform the more I please God. I will pave the road to my empire in this way."

The enterprising leader also heads her interior design company, Zarine Manchanda Interiors (www.ZarineManchandaInteriors.com). This firm has also designed another of Manchanda's ventures, which is a simple yet ornate café in Versova, Andheri



Zarine Manchanda

called Zarine Manchanda Café (www.ZarineManchandaCafe.com) that opened in October 2019. Zarine is initiating another link in the chain at Khar West, Bandra and has started a venture with The Electric company as well.

Manchanda also managed to accomplish her major goal of becoming an actress by launching her very own production house called Zarine Manchanda Productions (www.ZarineManchandaProductions.com) in 2020. The firm was established in collaboration with Los Angeles based Lotus Entertainment Group, a Hollywood film production and talent management firm.

Paving Pathways through passion

For O P Singh, mentor, Opuspet, his journey in the animal health industry began with his first pet Zero, a Lhasa Apso and even shaped his approach towards business. He shares, “It all started with Zero; with him, because of him and for him.” Today, even after three decades of experience in the small and large animal health space, he says “Over the years I went from companion animal to poultry to dairy, but I must confess that pet healthcare has my ‘heart’.” This sentiment has also inspired his son Karan Singh to become an entrepreneur associated with animal health.

Having completed his MBA from the University of East London, Karan interned with and worked for animal health giants abroad before deciding to move back to India. Growing up hearing stories of Zero, when it was time to decide on his career, he was inspired by his father’s philosophy of pursuing what he was passionate about.

This is how Opuspet was launched with Karan Singh as Director, and he shares that it was in the making for a long time. He says, “The companion animal segment was very attractive because it has consistently maintained a high double-digit growth over the years, world over, and in India, it’s projected to outpace global growth in the next five years.”

The firm has a new approach to the industry to bring indispensable value in the space. For Karan Singh, his vision for his team was to focus on product customisation and educate the stakeholders. He affirms, “The one size fits all approach has long been my pet peeve. Dogs are not small humans and cats are not small dogs. Cats are a very difficult species to cater to. Customisation of products specifically for the feline palate hence, is very essential.” O P Singh, who has been guiding the firm as a mentor, has seen the industry evolve through the years. He shares, “Pet humanisation



● O P Singh



● Karan Singh



● Eashan Kiwalkar

Opuspet endeavours to transform pet care by adding indispensable value through their customised, scientifically formulated, species specific portfolio

has been a key driver of growth of pet care in the industry. There is no longer a master; it’s a ‘pet parent’. It’s very emotional. It’s the most unusual example of reciprocal stress management. This relationship transcends all worldly bonds.”

Partnering with Mervue Laboratories, the firm has been delivering a range of products to meet quality standards and requirements effectively. Sharing more about the partnership, the Co-founder of Opuspet, Eashan Kiwalkar, says, “Lifestyle diseases of their pets are the most challenging for pet parents. We were certain that this was an area of intervention that would help further our goal of the welfare and health of pets. In Mervue, we found a like-minded partner. A 32-year-old animal health expert based in Ireland, Mervue has long been a champion of ‘disease management through nutrition’, which fit our philosophy like a glove. A JV with them presented the opportunity to us to bring their path-breaking products to the Indian market. More importantly, the fact

that they had independent product lines for canines and felines sealed the deal. We have a special range of feline products, for the first time in India. In fact, our belief in innovation was validated by the veterinary community with the recognition given to our product Diagal as ‘product of the year’.”

The company has also made a conscious decision to not sell their products online, to make pet parents aware of the dangers of ‘self-medicating’. As a responsible pet health provider, they have continued to encourage people to only trust their veterinarians to make the safest and best choices for their pets. Going ahead, the team is focusing on researching and studying precision nutrition to create feed, food or supplements designed for specific breeds.

A COLLABORATIVE GROWTH

Crediting the important role of veterinarians in transforming the face of pet practice, O P Singh, shares, “There’s been a seismic shift in how they work collaboratively with the parents, prefer preventive care, are up to date with the latest trends, clinics are well equipped, they invest in continued education. I feel that veterinarians in our country are long overdue the respect and recognition they deserve.”



● Dr. Priya Shah, PHD, Marriage Counselor

Dr. Priya Shah

The Matchmaker

With 30 years of experience and expertise, her bureau is one of the most sought after firms due to her impressive track record of bringing the right prospects together at the right time

she founded her marriage bureau, 'Priya Shah: The Match Maker.' When starting in 1991, her primary focus was making people cognizant of the fact that matchmaking confers a responsibility and the implications can be life-changing. Venturing into unknown territory, along with a new-born baby in an intensely competitive market was challenging. But, as each day passed, she gained confidence and overcame all obstacles ranging from those faced by entrepreneurs to those posed by competitors.

solidified her position as the preferred matchmaker of the upper class and the elite families. A compendium of her experiences in this field titled 'Marriages of India' was unveiled by Bollywood actor Hema Malini. With nearly 9000 marriages from all over the world including India's top 1000 Indians in her portfolio, Dr. Shah has no plans to retire from this 'lifelong commitment' to matchmaking.

Dr. Priya Shah's journey in the matchmaking field began unexpectedly and was inspired by her own marriage. With over 30 years of experience today, she has the knack of connecting the right people with each other. With a degree in fashion designing, Dr. Shah switched her field as she genuinely wanted to make a difference in people's lives. Her own experience had given her insights into the multiple flaws in the process normally followed for matching prospective life partners.

Being married at just 18 years, she was caught unawares by the multiple differences that arose between her in-laws after the wedding. During this time, her husband stood by her side and the young couple eventually decided to move out. With neither set of parents being supportive in any way, they had to fend for themselves. A deeper reflection of the situation made Dr. Shah realise that if her parents would have followed a systematic approach, the possibility of her going through the trials as a young bride could have been either minimised or even avoided.

To guide families to prevent others from suffering what she had encountered,

Dr. Shah credits her husband as her strongest support all through and their relationship has pulled them during the testing times of her career. She emphasises that one needs immense focus and motivation from within to become a successful entrepreneur in the matchmaking field, and one has to be prepared for absolutely no holidays or time off.

Working weekends and extended workdays were all part and parcel of this endeavour but she never gave up. Balancing multiple roles including that of being a counsellor when emotions run high, Dr. Priya Shah has also saved many marriages, which were going through turbulent phases. She also organised get-togethers where prospective brides and grooms could interface in an informal setting with their parents. She has hosted up to 100 people during some of these 'meet and greet' events. With many requests for Indian brides even from persons of Indian origin residing across the globe, Dr. Shah extended her horizons beyond borders. The United States of America witnessed her overseas debut and her success story continued there as well.

Over the past three decades, she has

AWARDS AND ACCOLADES

Dr. Priya Shah's success is reiterated with awards conferred on her such as the Priyadarshini Indira Gandhi Award for 'scoring a string of outstanding achievements in a chosen field of activity' by the International Integrity, Peace & Friendship Society; Bharat Ratna Dr A.P.J. Abdul Kalam Excellence Award 2018, by the Association for Rising and Talented Personalities; Century Best Match Maker Award 2015, by Global Achievers Foundation, Dubai; Ashok Stambh Award, 2014, by Lions Club of Bombay (Khernagar), Mumbai; Nari Ratna Award, 2011, by Shri Jinendra Vaibhav Sanstha; the Mother Teresa Excellence Award, for 'Outstanding services, achievements and contributions' by the International Integrity, Peace & Friendship Society and Dr. Priya Shah: The Youngest Match Maker Award from The Times of India.

Vishwas V Sondkar

Bestowing Benefits of Nature's Bounty to All

The CEO of Universal Bio-Con Pvt. Ltd. oversees the biological giant's accelerated pace of growth as it accelerates on the path to progress in the agriculture industry

There is a visible shift in consumption habits across the nation as well as the globe, as people opt for a refreshing return to nature and its multiple gifts. Ensuring that they have access to them is Universal Bio-Con Pvt. Ltd. with the company's Chief Executive Officer (CEO), Vishwas V Sondkar, at the helm. Acknowledged as a biological giant in the agriculture industry, the brand is a highly respected name in the field, known for its excellence in product quality and services.

Since its inception in 2001, Universal Bio-Con has been known as a pioneer in the area of biological crop protection as well as plant nutrition. Founded based on the vision to be complete with apt nutrition, secured protection and unsurpassed quality for export orient production, today it has successfully leveraged its strengths



● VISHWAS V SONDKAR
CEO, Universal Bio-Con Pvt. Ltd.

to emerge as a leader in a range of bio-pesticides and plant nutrition.

Universal Bio-Con has been hailed as a company that is always working for the betterment of farmers. It has been operating in Maharashtra, Gujarat, Madhya Pradesh, Karnataka and Tamil Nadu markets with a strategy based on a biological or non-chemical approach to agriculture and problems related to the same.

Sondkar explains, "Our main goal is to have our biological and organic products as

75% alternative to chemical pesticides and fertilizers, so that the whole environment will be beneficial for the land and our health. Initially, we worked on grapes, which boosted the export of grapes. Also, the use of chemical pesticides and fertilizers began to decline. Due to the good results of our products, now all the farmers, big and small, have started using them on a large scale."

Serving as a firm base for the product portfolio, the Research and Development (R&D) department identifies the needs and problems of the crops along with the gap between the present situation and the standards expected. An attempt is made to bridge the same wither through existing solutions or by procuring new/ right solutions. The R&D department aspires to help and support customers, helping to resolve their predicaments and aims to provide a convenient, clear and intuitive interface for rapid and acceptable crop solutions.

Universal Bio-Con's R&D team is always busy evaluating new products and technologies. This is done to generate data as well as to demonstrate the capabilities of new product technology to farmers. The

AFFILIATION AND CERTIFICATION

Universal Bio-Con Pvt. Ltd. was created to maximise the use of potential natural fauna and ancient herbal knowledge to create bumper and quality agriculture product that is safe for humans and free from any hazardous chemicals affecting our ecosystem. It is an active member of the All India Agro Input Manufacturer's Association, Pune. The company has acquired CRISIL ratings for its business operation and financial position. It has also qualified for the ISO 9001-2008 quality standards certification for the period 2014-2021.





R&D team comprises well-qualified and experienced staff to guide the company in the right direction and on a successful path. It is spearheaded by ten high-profile agriculture technocrats, who cater to the R&D department's needs at Universal Bio-Con Pvt. Ltd.

A modern manufacturing unit, comprising 14,000 sq. ft. microbiology lab and 20000 sq. ft. herbal pesticide and growth promoters production unit, has been established by the company at Ghotawade, near the Rajiv Gandhi International IT park phase III, Taluka Mulashi, in Pune district. It has been equipped with advanced equipment for all requisite processes, which include the making of liquids, granules, and dusting formulations and stimulants.

These machines are highly tech-rich and immensely assist in the smooth flow of the company's production process. They also require low maintenance and have high operating speeds. All the sophisticated and modern technologies are used for the production of biological as well as other products.

The production team at Universal Bio-Con Pvt. Ltd. comprises highly qualified and technically experienced professionals. They are constantly engaged in their respective

activities and ensure that they give their best shot to every task taken up by them. The team comprises microbiologists, entomologists, agriculturists, pathologists, agri-chemist and horticulture professionals.

Universal Bio-Con's success in the industry is based on customer satisfaction, which is achieved by bringing improvement in the product range. With a manpower team of more than 100, skilled and unskilled, the production department is constantly engaged to provide an undisrupted supply of the products. The company has created a strong market base for itself and its products are preferred due to their effectiveness and quality.

Intending to excel in the business, Universal Bio-Con employs a highly professional and sound marketing staff that ensures smooth and speedy product supply to the dealers and ultimately to the customers. The marketing staff is in constant touch with farmers in their respective areas and caters to the need for quality and quantitative production with the use of these products.

With a foundation of sound agriculture knowledge, vast experience and an in-built force to motivate the farmers, the marketing team's relentless efforts ensure that Universal Bio-Con's market share is high with a sustained increase in the number of dealers and overall turnover. The company's marketing department works under the able leadership of the Director (Marketing), who is assisted by the Regional Marketing Manager (RMM) and Marketing Executive (ME).

Universal Bio-Con has an extensive marketing network with 25 well-experienced marketing professionals. Further, the company arranges regular training sessions for the marketing team members, to ensure that these professionals keep themselves abreast with the latest developments in the field of agriculture.



As part of its endeavour to make the right pack available at right time to the customer, the company has modified its distribution network to ensure a constant interaction between the sales force, the distributors and the end-consumers who are the ultimate customers. All the business process in the company is online and are guided through the ERP system. This is done to reach the company's products and services to the customers in the shortest possible time.

Universal Bio-Con's chain of distribution starts with dealers, distributors who have their own well-maintained stock point. The well-knit distribution is spread throughout the vast geography of the country via more than 1000 retail outlets.



THE MISSION FOR THE NEXT 50 YEARS

Universal Bio-Con has a vision for a better future and eco-friendly products that are better - for our soil, for farmers, for our health, for our children, for our water, for the environment, for quality assurance - and better-tasting food. The company's mission statement is as follows: Respecting the huge biodiversity and keeping in mind the changing inadequate nutrient supply, to provide total biological options for plant protection, to encourage the activities of the natural enemies in the universe and to provide the additional nutritional option suitable for sustainable and profitable agriculture.

Driving Integrated, Inclusive Growth

Bakhtawar Krishnan, Founder & Director of Inspirus Education, has always believed in empowering budding aspirants to explore the magnitude of possibilities ahead through an integrated approach. She launched Inspirus Education in 2017 which is now regarded as one of Mumbai's premier centres for international education counselling, test-prep, and advisory. Over the years, she has mapped out the blueprint of an inclusive institute, built a team of like-minded professionals, invested in training and adopted a tech-based outlook and infrastructure.

Although, the team leading the institute has a legacy of over 20 years in the education space. Their main focus is to understand their students' needs to guide them with the right knowledge, ideas and opportunities, while also training them to achieve their set goals. All the programs at Inspirus are customised around these aspects. Inspirus helps students prepare for UG and PG admission tests, in global universities, with a keen focus on individual learning abilities. Vice President – Business Development and Outreach, Abhinav Gogoi shares, "While classes happen in batches, unlimited doubt solving sessions always happen in a one-to-one setting by appointment of the student with the teacher, as doubts are always individual and can never be solved in groups."

Krishnan has ensured that Inspirus works with a student-centric vision and has been founded on the strong principles of making quality higher education accessible to every deserving child. All these efforts over the last eight years have led to Inspirus' exponential increase in student placements across international universities and also evolved as one of India's most trusted higher education counselling institutes. Today, the institute's students are excelling in universities across Canada, Germany, Netherlands, Ireland, UK, France, Singapore, Hong Kong, Japan,



ABHINAV GOGOI
VP Business Development & Outreach



BAKHTAWAR KRISHNAN
Founder, Director



SANJAY AGARWAL
VP Operations

Her hands-on approach and experience has ensured that the institution thrives while ensuring the holistic growth of its students

Korea, New Zealand, Australia, India, and the United States. Its reach in India has also grown beyond the three centres in Mumbai to centres across three cities in India. Inspirus was the first to create a footprint in Assam and recently launched a branch in Pune as well. Additionally, Inspirus has just finalised opening a centre in Indore.

Additionally, with a clear vision to reach more students across India, especially in Tier-II cities, Inspirus had set off its digital transformation journey earlier on itself. The pandemic only accelerated the process. Elaborating more Krishnan shares, "A unique digital student-classroom management system, designed exclusively by the Inspirus team was ready for roll-out almost as soon as the lockdown was announced. Since it was designed by our team, teacher training and student learning challenges have not been roadblocks and early adoption of the system has kept our students a step ahead of the rest."

Sanjay Agarwal, VP Operations, shares, "Recently, Inspirus has fully integrated a

live online mode of learning and counselling and, to that end, adapted and developed their own digital student and classroom management system within their existing CRM - 'iSMS'. This system facilitates a ton of resourceful material such as shareable digital documents, tests, concept books, and workbooks and online quizzes."

Going ahead, Krishnan shares the future path for Inspirus, "We are launching Inspirus India soon catering to profile building, career consultancy and admissions to top universities in India. We are also investing time and effort in building infrastructure and training personnel to cater to an increase in annual student numbers to 3000 next year and 27000 in the next four years."

ACHIEVING MILESTONES

Inspirus Education boasts of having 9000+ students from all over India, the Middle-East and South-East Asia, who have been placed in prestigious institutes of higher education, across the globe. Over the years, 10% of its students have been placed in the 'Top 10' universities, 50% of the students in 'Top 50' universities, and 90% of the students in 'Top 100' universities along with Rs. 94 crore worth of scholarships in the last two years. In addition, India's first 340/340 in GRE topper is an Inspirus student.



Manish Parekh

Facilitating a Sustainable Future

With CUBOLITE underlining his eco-conscious approach and ensuring a sustainable model for future generations to follow, it is an entrepreneurial journey that exemplifies ‘Green’ endeavours

While everyone would love to live in an idyllic world, the rising temperatures across the globe may make this dream seem distant. However, the good news is that efforts are being made to co-exist with nature and preserve the environment. Meet Manish Parekh who has conceptualised smart solutions to create a more earth-conscious system. In line with this mission, he along with his father Manikchand Parekh initiated CUBOLITE - An Engineered Brick, in 2016. As Principal Managing Partner and Founding Partner respectively, they established this firm to create ‘Green’ building materials as well as a sustainable world for future generations.

With a Bachelor’s Degree in Technology-Civil Engineering -2012 and a Master’s Degree in Technology-Structural Engineering-2015, he created CUBOLITE in his quest to be a game-changer in the industry. The firm has since pioneered many inventions and is an industry first in the automation of the entire production line and dispatch systems. It is the sole manufacturer in the entire nation with its state of the art technology that enables them to automate the processes right from the procurement of raw materials



to being able to deliver the finished AAC product to the end-users. Every product, right from the raw material stage up until its final stage till it reaches the consumers, follows a “Humanless Touchfree Handling System-HTHS” process.

Sharing his mission for the company, Parekh says, “We aim at becoming a leading manufacturer of AAC Blocks in India and stay committed to offer a complete Walling Solutions. We believe in delivering high quality and cost-effective product which will add value to our customers. We are continuously driven towards making our planet greener and more sustainable”.

With CUBOLITE, the innovative entrepreneur is steadily working towards building an eco-conscious society, one where nature and the future can grow harmoniously. Today, even though modern-day construction practices take various points into consideration, aesthetic and strength are still the prime factors. The company, therefore, offers high quality and precisely designed bricks that are manufactured with Autoclaved Aerated Concrete (AAC) which is a path-breaking technology in the construction Industry.

Parekh’s ingenious and eco-friendly endeavours have also been applauded on various platforms. He has been conferred with the Karnataka Manufacturing Leadership Awards in 2019 as well as the Brand Leadership Awards in 2019 that was presented by Sujata Warriar, Leader CSR and Employee Volunteering Infosys Limited.



● MANISH PAREKH, Principal Managing Partner - CUBOLITE

Additionally, he is also the recipient of the India 5000 Best MSME Awards 2020 and even received the Certification of Excellence in RISE Entrepreneurship at a workshop by Basesh Gala, Business Guru - FORBES Icon of Excellence 2021 and TEDx Speaker. In 2021, he even attended the Harvard Business School Online’s Entrepreneurship Essentials.

MAKING A TANGIBLE DIFFERENCE

CUBOLITE is one of the up and coming Aerated Autoclaved Concrete - AAC Blocks manufacturing brands in South India which aims to expand its operations pan India. The firm has so far recycled over 50,000 tonnes of fly ash, which is a non-hazardous thermal power plant waste, in order to produce Aerated Autoclaved Concrete Blocks. This approach has in turn saved around 5000 tonnes of CO2 emission, and CUBOLITE has produced AAC Blocks that can impressively cover about half of India’s coastal line.



Vinod Kalyan Jadhav

NextGen Scripts Success Story

Spearheading the group’s transformation into a process-oriented organisation, his myriad capabilities and foresight have raised its accomplishments to even higher levels

Vinod Kalyan Jadhav, Treasurer KJ Educational Institutes, believes in working with passion and relentless pursuit towards creating and completing a vision. He has always set out to take concrete steps and led his team towards the goal as a leader. A Civil Engineer who has studied in the UK, he looks after numerous units in different sectors under KJ Group which include KJ Institutes, KJ Infra and KJ Realities.

Having achieved significant success over the last eight years since he joined, Jadhav credits his father for his business acumen. He affirms that watching his father’s business workings as a child when the business was gaining momentum during its robust stages helped him shape this aspect of his personality. Having a well-established infrastructure company has additionally helped him grow the real estate company by providing a good matrix of quality materials,

cost-effectiveness and structured project timelines. This has provided him with a niche over others.

Jadhav’s primary focus is on Operations (Design, Planning and Construction) as well as guiding the Legal and Brand Communication aspects of it to create a process-oriented organisation. His capabilities and foresight have enabled him to bring changes and take the group to higher levels. With a focus on the middle and upper-middle segments, he has launched his project at Warje, Pune, and a residential and commercial 7-acres project on the Mumbai-Pune highway. Additionally, the picturesque 110 acres of KJ Educational Institutes, which boasts of a total build-up of ‘10 lakh+ sq feet’, has been supervised by him. He has also conceptualised a sustainable integrated township of 100+ acres in the budding Industrial area of Chakan, Pune. Despite the economic turmoil, he has managed to keep



VINOD KALYAN JADHAV
Treasurer KJ Group of Companies

things moving through innovative strategies in the financing, contracting and project structuring.

Apart from this, he has been taking forward his father’s legacy in the education space. KJ Educational Institutes (Trinity) which includes faculties of Engineering, Pharmacy, Architecture, MBA, Polytechnic, MCA and K-12 School in Pune was started by Jadhav’s father and he has a vision to provide good education to all the areas of Maharashtra, remote and urban. He is currently setting up Trinity International School Branches In Districts other than Pune Like Satara, Solapur etc. He also envisions including more diverse sectors like healthcare, food, etc. in the KJ Group and establishing it as a global company.

A new age Indian leader, Jadhav’s focus is not just on taking the local economy to greater scales but also empowering the local youth with opportunities and skills to reach the global forum. He also follows a team led approach in his style of working and ensures that their well-being is a top priority. Talking about the practices that entrepreneurs should follow, he believes in five practices - “Patience, consistency, work from bottom up, be resourceful and always welcome change.”

CARRYING FORWARD A LEGACY

Having an in-depth insight into how things run overseas, Vinod Jadhav has managed to incorporate his global expertise into his family-run business while also taking care of the traditional values. He also comes from a strong background when it comes to the infrastructure business. KJ Infrastructure was established by his father Kalyan Jadhav, a first-generation entrepreneur in the early 80s. Today, KJ infrastructure has cemented its position in various sectors like power, dams, roads, railways, industrial land development, urban and rural infrastructure development etc. The firm also boasts of a stellar clientele that includes NTPC, Indian Railways, Irrigation Department, PWD, Volkswagen, SANY, NHAI, New Holland, NMDC, MIDC, BMC etc.