

MARCH 2021

INDIA Forbes



ICONS OF EXCELLENCE — 2021 —



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we'll be behind the scenes



bhartipay

ONLINE PAYMENT

"Enjoy the safe and seamless transaction experience"

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The advertisement features a blue background with a smartphone displaying a payment interface, a credit card, a magnifying glass over a document, and several gold coins. The text is in white and blue.

Online Payment Gateway

bhartipay

Highest Level Of Security

The advertisement features a blue background with a central illustration of a hand interacting with a payment gateway interface on a laptop. The interface shows a credit card, a bill, and a 'PAY' button. The text is in white and blue.

OVERVIEW

A class apart

The pursuit of excellence is a worthy ambition. Achieving it is a true challenge, which requires a combination of innumerable factors that need to merge seamlessly, combining to become visible as a single unit to the untrained eye. It is only the truly discerning who can fathom the linkages between the myriad elements that lie hidden out of sight, beneath the smooth external façade.

Excellence in any sphere of life deserves to be lauded and the personalities in this issue deserve no less than to be acknowledged as 'Icons of Excellence.' All of them have one thing in common – a refusal to bow before adverse circumstances and accept the cards they have been dealt.

In the game of life, while playing for the highest stakes, they have dared to stay committed to their goals, betting on themselves while unsure about the outcome until the last hand is played. Emerging victorious at the end was always a foregone conclusion. Read their tales of triumph and hopefully, you may be inspired to take a seat at the table as well.

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EXCUSES ELIMINATED: CONSISTENT PERFORMANCE, REMARKABLE RESULTS

EXCELLENCE IS A MUCH-DESIRED QUALITY, REQUIRING AN ALL-ENCOMPASSING FOCUS AND THE REFUSAL TO COMPROMISE ON ANY PARAMETER DESPITE EXTENUATING FACTORS THAT WOULD JUSTIFY DOING SO, SAYS **VIJAY PANDYA**

There is a memorable dialogue in the Star Wars movie franchise, spoken by Jedi Master Yoda to Luke Skywalker: “Do or do not – there is no try!” This motto applies to those who aspire to achieve excellence or claim their work to be of such stature as well. There are no half measures allowed and you certainly do not get any credit just for having made an effort also. You can either have attained excellence or you cannot, it is as simple as that.

The crux of the matter is that excellence does not happen by accident. It requires careful consideration, the conscious decision to not only aspire but also make a serious attempt. That attempt, in turn, requires extremely high levels of commitment, irrespective of whether there were mitigating circumstances to hold up as an excuse or not. Henry Ford once said that “Quality means doing it right when no one is looking” and that to a large extent is the path that eventually leads to excellence.

Doing it right, every time, time after time, can be a daunting task. It is not an endeavour to be taken up by those who lack discipline or the will to endure challenges, changing circumstances and adversity. The COVID-19 pandemic, for instance, has been a catalyst of sort, separating those who truly have attained excellence from the pretenders. If you could deliver what had been promised before, at the same high level even during this phase, you deserved to have the ‘excellent’ tag bestowed upon yourself.

Icons of Excellence are people who have chosen to follow the path less travelled. They are the ones toiling away assiduously while others instead contemplate what could have been. If you do not live up to your expectations and constantly find seemingly valid reasons not to go the extra mile, excellence is clearly beyond your grasp. It is easier to criticise those on a single-minded quest for excellence than to take up the challenge yourself. On the other hand, like Michelangelo being asked to paint the Sistine Chapel (historians say he considered himself a sculptor, not a painter and was therefore reluctant to take up the assignment) you may find that sustained effort bringing out the best in you. The pursuit of excellence can help you discover extraordinary abilities and capabilities that you perhaps never knew existed. The destination is well worth the journey but you need to complete it to reach there.

It does not matter if you come from humble beginnings or a privileged background. What matters is your willingness to commit and accept nothing less than the best. Icons of Excellence do not put in special efforts to do outstanding work or make terrific products. They merely hold themselves to the highest standards and ensure that they do not fall short no matter what happens. In the movie ‘Burnt’ the main character of chef Adam Jones, essayed by Bradley Cooper is attempting to fulfil his dream of earning a third

VARYING DEFINITIONS AND INTERPRETATIONS

There’s a popular anecdote shared by lecturers at management institutes when they need to explain the concept of excellence and what it means in different countries. A US-based company was sourcing 1000 pieces of a certain product from a new vendor, headquartered in Japan. As per their norms, the contract stipulated ‘excellent’ quality and mentioned that rejections only up to 0.5% of the order would be acceptable. The vendor sent the consignment in a large container and there was also a smaller box handed over separately. The covering note said: “We could not comprehend the rationale behind your ‘rejection’ clause. However, to fulfil the conditions, over and above the 1000 ‘excellent’ pieces, we are additionally enclosing five, specially manufactured ‘defective’ pieces. We hope the same is in order.” A concept worth contemplating, isn’t it?



Michelin star. After being sabotaged once during the movie, towards the end, he gets a second chance and is again informed that the 'Michelin Men' have arrived at their fine dining restaurant and asked, what is to be done. He replies, "We do what we do." When asked again, he repeats, "We do what we do" and after a pause adds, "Together." Icons of Excellence know the importance of motivating their team members and setting an example by their superior performance as well. Read on and gain insights into how those featured in this edition accomplished their goals.

POINT OF REFERENCE

Raising the bar to an even higher level each time is easier said than done. For those who do accomplish the task, the real question is how high or low was it set to begin with? Does it make the achievement worthwhile or not? It's the difference between a sharpshooter who hits a target at a thousand yards as compared to shooting at one from point-blank distance. Yes, you are exceeding expectations, but compared to what exactly?

NARENDRA FIRODIA: CONNECTING BHARAT VIA TECHNOLOGY



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FROM ESSENTIAL INITIATIVES FOR THE RESIDENTS OF HIS 'KARMABHOOMI' AHMEDNAGAR TO TECH-DRIVEN PLATFORMS LIKE LETSUPP AND LETSFLIX, HIS THOUGHTFUL FORAYS HAVE A MEANINGFUL IMPACT ON COUNTLESS LIVES

Narendra Firodia is a multi-faceted personality; an industrialist, investor and positivist, who initiated the era of telecom advancement in Maharashtra, followed by forays into a wide range of verticals. He has recently developed two platforms under the aegis of India Network, using modules that are replicable and can be introduced Pan-India. Uttarakhand will be one of the pilots in this direction.

Narendra's main focus has been on ensuring the health and well-being of the people of Ahmednagar. Describing it as his home, 'Karmabhoomi' and pride, Narendra credits the city for giving him everything - love, fame, fortune, memories and so much more. Reflecting his commitment is the Shantikumarji Firodia Memorial Foundation set up to commemorate his late father's memory, which focuses on uplifting underprivileged citizens from Ahmednagar district and beyond.

He has launched 'I Love Nagar', a digital platform for the people of the city aimed at empowering them and making the voice of the common man heard. Rising to meet the

challenges of the ongoing global pandemic, Narendra's all-encompassing initiatives that helped resolve problems faced by people due to COVID-19 can be defined as follows: Feeding The Needy, Feeding The Voiceless, Providing Comfort To The Afflicted, Healthcare For All, Iris Cares, Helping Hands, Prevention Is Better Than Cure, Mission Raahat, Education For All, Making A Difference, Ahmednagar First Guru Arjun Women, COVID Care Centre, COVID Bed Portal and the 'I Love Nagar' App.



NEXTGEN TAKES THE LEGACY FORWARD

The Shantikumarji Firodia Memorial Foundation, based on the principles of knowledge, compassion and empowerment, works towards the improvement of healthcare infrastructure while supporting primary education, rehabilitating abandoned women and children, rural development and preserving Indian art and culture.

NARENDRA FIRODIA

Under Narendra's leadership and direction, teams reached out to needy and underprivileged families with food kits across Ahmednagar, feeding nearly 50,000 hungry stomachs in the pandemic. They also fed stray dogs and other animals during the lockdown. Isolation beds were donated to different hospitals and the police headquarters. Reaching out to the COVID-19 affected prisoners and the respective police staff of the Ahmednagar Sub Jail, modern healthcare equipment was provided to the nearest COVID Care Centre under the guidance of the Prison Superintendent Nagnath Sawant.

With the 'Iris Cares' initiative, breakfast, lunch and dinner were provided to almost 200 COVID positive patients at 18,000 meals per month. Ayurvedic medicines were distributed to over 1000 COVID positive patients in Booth hospital and the process continued thereafter as well. A water heater was donated to the Dr. Babasaheb Ambedkar Cantonment Hospital (Bhingar), to facilitate hot drinking water for the COVID positive patients.

Immunity boosting medicines approved by the Ministry of Ayush were distributed in the regions of Tofkhana. "Mission Raahat" initiated by Snehalaya and supported by the Shantikumariji Firodia Trust and 'I Love Nagar' proved to be a strong pillar of strength for migrant labourers, restoring hope to more than 3,50,000 families.

A radio education project is being carried out whereby students can listen to the lectures by professional educators through FM radio as well as cable TV networks. A mother-son, duo stuck at Pune due to the lockdown and financial difficulty after the son's surgery were safely brought back home by the

Shantikumariji Firodia Memorial Foundation and 'I Love Nagar' team. A one and half year old toddler with intense burns on his body was rushed to the Ahmednagar Burn Centre by the team and his medical and other financial expenses were taken care of since his parents - daily wage workers - could not afford treatment.

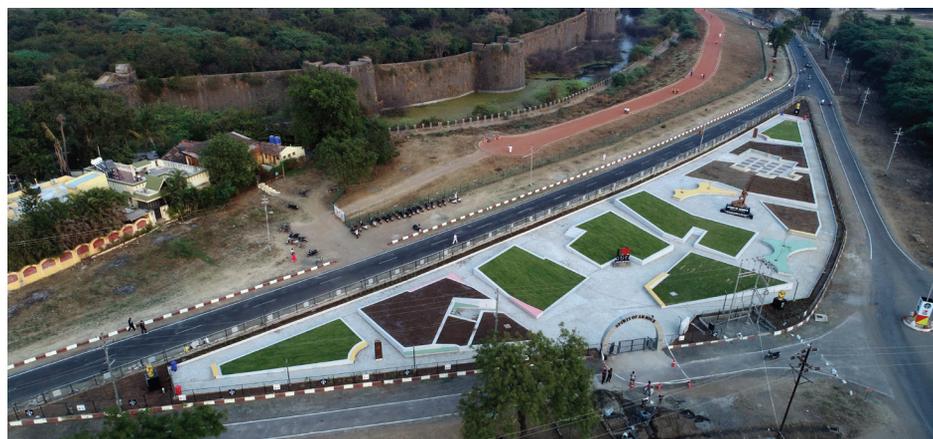
Ahmednagar First was one of the major donors in procuring medical essentials during the pandemic: 4,000 PPE kits, 10,000 N95 masks, 20,000 3-layered masks, 2,000 (100 ml) sanitisers, 2,000 face shields, ventilators for hospitals, IR thermometers for administration at public places. Food packets and groceries were also distributed.

'Guru Arjun Covid Care Centre,' the first 'only for women' COVID Centre in Ahmednagar was set up by the Shantikumariji Firodia Memorial Foundation along with the Ahmednagar Mahanagar Palika, Ahmednagar Police, Arjun Samajik Pratishthan and Ghar Ghar Langar Seva. An online COVID bed portal, www.covidbed.ilovenagar.com was set up through which information was provided. "We have always strived to reach out to the ones in need and will continue to do so in the coming days," Narendra affirms.

Maximus Sports Academy is another important initiative that gives an opportunity to various sportsmen and women of Ahmednagar District to excel in the field of sports. The motive is to keep Ahmednagar fit and healthy. MSA has tied up with India's top badminton academy - P Gopichand and various other sports institutes to provide the best in class coaching practices to resident players in Ahmednagar. All the coaches of MSA are NSI certified. MSA has produced various achievers in the past such as one of India's youngest chess grandmasters

'Shardul Gagare', national wrestlers from the rural parts of Bharat in Ahmednagar. The vision is to build and provide a world-class sporting facility in Ahmednagar. Narendra says, "We are open to collaborations to provide for what it takes for the players to represent Bharat at the international level."

Spirit of Armour Park, built by I Love Nagar and conceptualised by the Shantikumariji Firodia Memorial Foundation, is Ahmednagar's landmark and will play an important role in the beautification of the city. This park is built next to Ahmednagar's most historical monument the undefeated Bhuikot Fort. It is a monument to India's victory over Pakistan in the 1971 war. The Spirit of Armour Park is a testament to the fact that Ahmednagar is not just a 'military city' but embodies the inherent values of nationalism that unitedly form the soul of Bharat!



● I LOVE NAGAR, SHANTIKUMARIJI FIRODIA MEMORIAL FOUNDATION, LETSUPP, LETSFLIX, MAXIMUS SPORTS ACADEMY

ONLINE PLATFORMS FOR THE NATION'S BENEFIT

LetsUPP is a hyperlocal infotainment mobile app, which shares news, current events, videos and podcasts through all three mediums of text, audio and visual forms to its subscribers. Presently 1.5 million users across India use this app in Hindi, Bhojpuri, English, Marathi, Bengali and Tamil languages. All set to increase the subscriber base to 100 million adding more languages like Assamese, Dogri, Gujrati, Laddakhi, it is the only app in India disseminating information in major languages of Bharat.

Letsflix is Bharat's own OTT platform, set to produce entertainment in local languages and dialects depicting the glory and richness of India's culture, history. Programs in the local Garhwali dialect and Hindi will be designed and created. Vast opportunities in entertainment, mass communication and creativity will be opened employing local artists. It is set to be launched in November 2021 in Marathi, Gujarati, Bangla and Bhojpuri and will expand to 16 other languages the next year.

SATISH VINAYAK MOTLING: BUSINESS TRANSFORMER



THE FOUNDER-CHAIRMAN OF SM GROUP OF COMPANIES IS A DYNAMIC PERSONALITY WITH A FUTURISTIC OUTLOOK WHOSE VENTURES ENCOMPASS SEVERAL SECTORS, THE LATEST BEING HIS UPCOMING 'STREAMS7' OTT PLATFORM

Founded in 2014 by Satish Vinayak Motling, the SM Group of companies was established in Mumbai, Maharashtra, India. A dynamic personality with a futuristic outlook, Satish is an entrepreneur, dreamer and visionary. He has been in this industry for 25 years and under his leadership, SM Group has grown substantially, developing into an umbrella organisation encompassing several business sectors, with diversified interests in the corporate world.

SM Group is into construction, land trading, finance, the import-export trade, soft drinks, mineral water (which is supplied to the Indian Railways), hotels, and also the hospitality segment. SM Group of companies is also well-known for being a large scale exporter of mangoes around the globe.

Fascinated by cars, Satish started a car modification workshop and trades in top-end luxury variants. He also associates with premium automobile brands. He can make good successes of every opportunity. Under his aegis, the SM Group of companies has evolved into a one-stop destination for

projects, entertainment, solutions, and content. Satish is an accomplished leader, storyteller, conceptualises programs, design director and producer for various Bollywood movies and international projects.

He has been acclaimed for his business ethics and philanthropy, having earned a reputation for pushing ideas forward and solving problems beyond expectations by approaching the problems head-on and exploring ideas using solid design principles

to create strong and meaningful concepts. He thrives on building strong relationships that continue to archive successful results. He also approaches challenges with the same creative passion.

Crediting his successful journey to family, which provides a strong foundation, Satish affirms, "My family members are a wonderful bunch with a non-conformist view of life. I give complete credit for who I am today to the freedom, upbringing and faith my

DEFINITIVE RECOGNITION

Satish has been recognised for his business ethics and philanthropy in various forums. The Times of India recently felicitated him, naming Satish Vinayak Motling as Business Transformation Expert for Year 2020. Satish, dedicated the award to Chhatrapati Udayanraje Bhosale, from Satara. His success strategy is to not give up even when faced with adversity. "Always be sure of yourself and your ideas, believe in yourself" Satish emphasises.





childhood offered me, all thanks to my mother Vijayalaxmi Vinayak Motling.

Satish's latest venture, his upcoming 'STREAMS7' OTT platform is to be launched soon and the expectation levels are expectedly, quite high. Very passionate about work, he also encourages his team to develop the quality to help and exemplifies selfless behaviour, setting a benchmark in this competitive industry.

A CREATIVE HUB

SM Group of companies is a creative hub engaging in dynamic ideating, vigorous brainstorming and timely execution, focusing on audiences and keeping them enthralled. "We synchronise creative thinking and production expertise to amplify brand appeal stories from our state-of-the-art team. We have a host of passionate enthusiasts and genius 'nerds' who absolutely enjoy and love what they do. We put our best foot forward and sift through ideas with a fine-toothed comb while bringing fun and laughter to the table. Synergy is our greatest strength and teamwork is our greatest asset. Our cohesive efforts of flawless and transformative work is the final product we want to deliver to our audience," Satish declares.



● SATISH VINAYAK MOTLING

SAKSHI CHAWLA: INNOVATIVE THINKER



THE CEO AND FOUNDER OF BHARTIPAY IS RAISING BENCHMARKS FOR PAYMENT GATEWAY SERVICES IN LINE WITH HER GOAL OF MAKING A SIGNIFICANT IMPACT IN THE FINTECH SECTOR BY PROVIDING A GLOBAL SOLUTION

She has a post-graduate degree in business management from one of the top business schools, possesses thorough insight into several business segments and tops it all with being an innovative thinker. She has been associated with the sovereign banks of this country, acquired expertise over a period of more than 10 years while being conferred awards at various forums. She also has a vision to comprehensively revolutionise the entrepreneurial world. Therefore, it comes as no surprise that BhartiPay has been taking its payment gateway services to greater heights under the stewardship of CEO and Founder Sakshi Chawla.

In almost all walks of life, be it personal, professional or emotional, we always look for abundance. The human brain is so programmed that while taking any small decision; knowingly or unknowingly we always choose the option which is more appealing and looks bigger. So, we as neurons, always prefer to be in a safer, better, bigger ecosystem. Sakshi has proven herself to be an exception to this rule.



● SAKSHI CHAWLA

Describing her foray into entrepreneurship, Sakshi says, “After spending almost 10 years within the comfortable walls of large corporate banking giants, I decided to experience what lies outside that shell to experience the contrasting situation of a start-up ecosystem with a team that is convinced of a plan to build a different future.”

Swami Vivekananda once said: “Take up one idea. Make that one idea your life - think of it, dream of it, live that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.” Sakshi exemplifies this with her venture.

“At BhartiPay, we work hard to make online transactions quick, easy and secure. Our values - integrity, collaboration courage, ownership - are what distinguish us from other payment solution providers. We truly believe in creating and stretching

beyond our current capabilities to make an outsized impact in the fintech sector by providing a global solution. We identify ourselves as leaders in the digital payments space and our vision is to power the financial ecosystem for other disruptors. The main motto of our organisation is to promote, strengthen, and develop online payment gateway services in India. Thus, it maximises the buyer’s flexibility and merchant’s ease of collecting the revenue,” Sakshi affirms.

“Heading a fintech start-up is like experiencing an emotional roller-coaster ride that you can’t quite imagine if you’ve spent your whole career in a corporate world. The way technology is progressing, I strongly believe it will fundamentally change finance. It is very interesting to note that a start-up is expected to deliver the output in one-tenth of the time as compared to a larger organisation where it would otherwise have taken much

EXPONENTIAL GROWTH

BhartiPay was started in 2017 and just a few years later, it has evolved into a 100-odd strong organisation with some of the best talents in the country helping some of the best companies manage their money movement seamlessly. BhartiPay’s product offerings today comprise verticals, along with payment gateway, like payment links, payment pages, subscriptions, smart collect and many more.

longer. So imagine the speed at which the decision making/ planning and execution takes place.”

“You get chances to make mistakes but learn from them immediately. Time will tell if this is right or wrong. We all start from scratch and sprint, but to sustain we slow down and curate a charter to ensure the long run. That adrenaline rush and the feeling that ‘yes, we did it,’ or ‘I made it possible,’ ‘It’s live,’ is far beyond any professional and personal satisfaction parameter. That is what encourages me to move ahead and accomplish even more,” Sakshi explains.

Bhartipay is an innovative and ultra-proficient e-Payment service provider. It offers fintech services across the globe using the internet and top-grade payment tools. Its online payment gateway services encompass white label solutions, e-payment wallets, e-commerce services, online remittance, and merchant account.

“We are rapidly thriving as an independent and well-reputed services provider on the global level. Our efficient online payment gateway service provided bestows merchants with top-notch payment gateway services that are designed according to them and is ultra-safe and secure. With a multiyear experience and proficient squad, we determine the needs and requirements of our clients before they realise them. Our know-how predictability helps us in delivering above par results while retaining the economy. Our online payment gateway services allow you to take and make transactions with utmost ease and flawlessness like never before,” Sakshi emphasises.

“We provision settlement and real-time transaction reports via our safe and secure web portal. Moreover, we can say that it gives you an insight into the number of successful transactions made and if there was any false transaction. Our expert technical and sales staff is available round the go to resolve your every concern related to online payment gateway services. We always strive to make ourselves convenient and accessible whenever you need us. Our payment gateway solutions are capable of provisioning clientele services that are up to the ballpark. Also, it ensures a steady growth through the entire life-cycle of our services,” Sakshi underlines.



CLEAR GOALS AND STRONG COMMITMENT

Bhartipay's goal is the client's success and future growth. The team offers personalised support to all their merchants, regardless of the scale of the enterprise. The focus is to help them and assist with the best of services. “Our merchant panel is outstanding in terms of reporting and analytical view. Also, it gives you a detailed report about the transactions. We do follow all the risk rules set at our fraud management engine. Above all, it gives peace of mind to the merchants. We do support all the major devices and browsers. Thus, the chances of losing customers are negligible. Finally, it will help you with getting a better conversion ratio. We do not limit you of borders, merchants at BhartiPay can accept payments in multiple currencies*,” Sakshi points out.

SURESH AGRAWAL: MAN OF ACTION



THE FOUNDER OF PERFECT POLYMERS AND NGO VISHWAS HAS TIRELESSLY BEEN HELPING PEOPLE AND GIVING BACK TO SOCIETY IN INNUMERABLE WAYS, SUPPORTING THOSE AFFECTED BY CANCER AND THE ONGOING COVID-19 PANDEMIC AS WELL

They say the smallest act of kindness is worth more than the grandest intention. This adage precisely describes the philosophy of Suresh Agrawal and his journey, which began about 35 years ago and having marked several milestones, remains unstoppable even today. He came to Bombay in 1986 from a humble background in Assam with dreams and aspirations to do better not just for himself but also his loved ones and the people around him.

Astutely identifying the future potential of the polymer industry, he decided to focus on it completely. With associations in several countries like the USA, Middle East, Japan, Indonesia, amongst others, he launched Perfect Polymers. A supportive friend participating in your journey makes the struggle a little easier. For Suresh, it has been Sunil Bagaria whose constant support helped in taking Perfect Polymers to new heights.

Life was going well for Suresh, his family in Assam was cared for and he lived in



Mumbai with his wife and two daughters who are his pillars of strength. However, an unforeseen tragedy took place. Five of his family members were detected with Cancer. While four of them recovered one passed away, despite having arranged for all possible resources and reaching out to the best of doctors.

During that stage, he made frequent visits to Cancer hospitals and was exposed to the trauma and the pain that cancer patients and their families underwent. Speaking to several patients and their families, he realised, that most parts of India do not have the infrastructure and facilities available to treat cancer. Families travel from afar to cities like Mumbai, hoping for a cure and face hardships.

Suresh launched an NGO VISHWAS based on the values of hope, brotherhood and community. He has conceptualised and hosts an event on Cancer Day every year, a fun-filled evening for doctors and Cancer patients with celebrities performing live. As actor and Cancer crusader Manisha

Koirala points out, Cancer affects not only the patient but the entire family. In a city like Mumbai, when you have free shelter, food being provided by someone, it is indeed a commendable initiative.

Similarly, when the world was affected by COVID-19, Suresh was one of the first to understand that daily wage labourers will be the most affected and hence distributed food packets every day in slums across Mumbai, feeding 500 families every week. As an alert citizen and humanitarian, he started to donate his platelets, having done so 25 times during the last few months while also motivating others.



FACILITATING LEARNING

An important initiative by Suresh, which struck him after a dialogue with his building security, is that many kids were unable to study at home during the pandemic due to the unavailability of the internet or mobile devices, let alone having a laptop or desktop. That is when smartphones were distributed among underprivileged children so that they could continue their studies online. Over 40 needy children were given these to facilitate learning and others were asked to contact him.

Prakash Gupta, a businessman and friend of Suresh, says, “I was unaware that we could donate our platelets and save lives during the pandemic. When Suresh shared with me that he is constantly donating his, I told him I too would love to join this initiative. I have always been very proud of his curiosity and awareness to learn about things, whereby he can step forward and be of use to society.”

Actor Hunar Hali, concurs, stating that many of us have empathy but to actually take a step forward and ensure it translates to action wherein others around you can benefit, is something rare to see. “That is something, I felt when I learnt about the various initiatives that Sureshji has been involved in.”

Suresh Agrawal has been bestowed upon with many honours and awards including being featured with megastar Amitabh Bachchan, Mithun Chakraborty, Arijit Singh, Shilpa Shetty on television shows.

He has made drinking water available in a tribal village where women had to walk 10 km daily for that. As the father of two beautiful daughters, he made dreams of 21 tribal girls come true by arranging a “Saamuhik Vivah” i.e. group marriage for them. Suresh also



organised a polio operation camp, which was held in Malad where 266 polio patients were operated on and treated. They were also given cycles to keep life moving.

Suresh strongly believes that just talking about good deeds is not enough, one has to translate those words into action.

It has been a long journey with Suresh being at the forefront of Cancer patients’ shelter, blood donation camps, Jaipur foot camps, musical and entertainment evenings. He has never shied away from taking that extra step and making a contribution in whichever way possible.

Aarti Notiyal, Director, Bubble Communication, has been associated with Suresh and NGO VISHWAS for the past 20 years and partnered with all events and media communication, to ensure that his actions find words through numerous influencers and motivate several others to do their bit too. “I have always been amazed how Sureshji as an individual, can balance his business, his social work so well – every single day of his life and yet find time to be a loving husband and an awesome father. Being a marketer myself, it is rare that many people in India yet realise the importance of communication. Doing a deed is one drop in an ocean, but when you communicate it through various platforms, you create a ripple effect, which reaches a billion others and this is how a change is created,” she affirms.

RECOGNISING ACHIEVEMENTS OF COVID WARRIORS

Suresh’s next initiative is already taking shape in the form of Vishwas Awards 2021, where COVID Warriors from different fields will be honoured. Being at the forefront in helping people during the COVID crisis himself, Suresh felt it was crucial to recognise and honour the efforts and selfless work by the medical and frontline workers during this phase. Thus, over 30 awardees have been chosen, which comprise doctors, nurses, police personnel, community helpers, journalists and individuals. They will be felicitated for outstanding initiatives and contribution during the pandemic at the upcoming Vishwas Awards 2021 to be held in April 2021 at Mumbai.



PRASHANT SURANA JAIN: 'BITCOINMAN INDIA'

THE 25-YEAR SERIAL ENTREPRENEUR IS A GLOBAL KEYNOTE SPEAKER ON EMERGING TECHNOLOGIES AND THE CO-FOUNDER AT SNAPPER FUTURE TECH, INDIA'S LEADING ENTERPRISE BLOCKCHAIN COMPANY

An Ivy League dropout who invests in emerging technologies like AI, blockchain and cryptocurrencies, Prashant Surana Jain believes that blockchain is a technology of trust and trust is the greatest form of value. The ecosystem of data today suffers due to lots of breaches and compromises in the digital world. Technologies like blockchain can transform our digital economy by enabling machines to build 'trusted bridges of secured, smart data network.' Prashant always wanted to be an entrepreneur since his early days; starting the journey at the age of 14 by building an E-commerce platform enabling shoppers to shop luxury hi-end fashion such as watches, perfumes and accessories. This was the stage when he began to realise the power of technology.



"I come from a traditional business family and it was a tough deal for me to convince my family to get the high-quality, expensive stuff so I ended up starting this venture. I had to face several hiccups from figuring out logistics to convincing dealers of big brands on why they should work with a 15-year-old from India. During my early travel days, I liked a Rolex worn by a co-passenger. When I asked him, he had no

clue about the model. I had an iPhone and wished if I could use my camera to capture the image and get complete information about the product. I kept on thinking about that and finally decided to deep dive into image technologies. I discussed this with some of my tech friends and we decided to launch a start-up in the AI image analytics space called Snapper Technologies," Prashant recalls.

Since they had a decent working product, the next step was to fundraise. They pitched to several investors who thought how insanely crazy it was to be in a country where people struggle to have basic necessities fulfilled, and talk about AI, smartphones and the internet.

"As a kid and techie, we were super inspired by movies like Star Wars, Terminator and believed that eventually machines will be smarter than humans in certain analytical skills and can perform tasks effectively. Our vision was to build Snapper eventually - a computer vision platform with features like Gods Eye of that Terminator. Realistically speaking what we needed was to keep Snapper alive and have a decent business model in place. So, we ended up creating a complete hyperlocal E-commerce platform, enabling shoppers to connect with their choice of both online/ physical retailers. We also built our wallet called Kwik Pay with in-built loyalty programs to reward users.

GIVING BACK TO SOCIETY

Prashant helps start-ups to grow and is also committed to philanthropy through Sangam Foundation, a family foundation established by his mother Niraj Surana, committed towards emotional and societal well-being along with women empowerment. He is also associated with other sustainable projects like The Rainwater Project.

We launched this in 2014 and clocked in amazing revenues in our launch. Snapper was so revolutionary an idea, that it also got featured in Hyderabad's leading media paper The Hindu," Prashant reveals.

"We finally got selected to pitch and showcase at Rise 2015 in Hong Kong. This was another turning point in my life because I was introduced to bitcoin and blockchain which later became my biggest success. During the last quarter of 2016, we created several use cases around blockchain and how it can potentially solve several billion-dollar societal problems, which was recognised by the government of AP as a leading and emerging start-up. We decided to move to Fintech Valley, Vizag AP where we had several meeting with decision-makers and influencers of the AP government in helping the government to build blockchain infrastructure for public service delivery."

"It was during this time where I met my mentor and future new partner Naresh Jain, who knew me since my childhood. We officially decided to start Snapper Future Tech Pvt Limited in 2017 as an enterprise blockchain company, joined by

Naresh's childhood friend Avnish Gupta who served as a C suite executive for one of the largest oil & gas company in the world, managing a portfolio worth several billion dollars. We were supported by Nara Lokesh, former IT minister, Government of AP to pursue a successful pilot in blockchain-based land records. Built by Snapper, it was showcased at the 2017 AP tech conference. This is where Snapper started to take off," Prashant explains.

After a few other forays, Prashant decided to focus his entire time and energy with Snapper, build some cool products to solve crazy problems. Snapper Future Tech started in a 2BHK flat in Pune with interns who became its first employees (they are still with Snapper today and at the core of what it does). Snapper closed its recent funding round in 2020 during COVID-19. Snapper established Indian Blockchain Institute in 2019, with a core objective of building expert blockchain professionals and drive blockchain education in India. Prashant's journey can be best summed up with a quote by Jedi Master Yoda in Star Wars, "Do or do not – there is no try!"

● PRASHANT SURANA JAIN

AWARDS AND ACCOLADES

Snapper has received several prestigious awards and recognitions of being 'Leading Blockchain Company' from 2017 till today and has also been featured on several leading publications globally. Snapper Future Tech, to Prashant's understanding, is also the first Indian blockchain company whose 'blockchain land records' case study was published in all leading Ivy league publications including Harvard Business Review.

Some of the latest achievements of Snapper include:

- Only startup from India to make into Oracles top 10 enterprise Blockchain startups.
- Among the top few companies to be Hyperledger member, certified services and training provider, an open-source global Blockchain community by Linux Foundation.
- Also established several technical alliances with giants such as Amazon AWS, Microsoft, IBM and Oracle.
- Top Blockchain Ecosystem in ASIA by HKIBFA (Hong Kong International blockchain and Financial Association)
- Snapper was also featured in the top Blockchain companies in India to watch out for in 2021.

In 2019, Prashant Surana Jain was also awarded as #1 Super Young Achiever Under 30 by Hindustan Times for his work in technology.



AJITA ITALIYA: INDIA'S PRIDE



THE FOUNDER OF AJILIYAA, THE MULTI-DESIGNER STORE AND ITS IN-HOUSE HEALTH CAFÉ DONS MULTIPLE HATS AND IS LAUDED FOR HER ACCOMPLISHMENTS AS A SINGER, CYCLIST, AUTHOR AND IMAGE MANAGEMENT PROFESSIONAL

For many women, marriage puts a full stop on studies and a career, but Ajiliyaa Italiya is a noteworthy exception. The Bhavnagar born girl pursued her education partly from Mumbai and Gujarat. Getting married at an early age after her H.S.C exams didn't deter her inner drive for further studies and she looked at this phase as a 'pregnant pause' instead. After the birth of her second child, she picked up the strands of education again, pursuing a diploma in hotel management. And her connection with education doesn't end there as she is also the trustee of the very reputed Sanskar Bharti School with over 5000 students.

A US-certified Image Management Consultant from the Conselle Institute of Image Management, Utah by Judith Rasband, Ajita has gleaned knowledge on the essential topics that are parts and pieces of the image puzzle with applications for men, women, teens, and children and learnt how to piece them



together in a sequential and interlocking manner. Ajita has a good grasp of the psychological, sociological, artistic and physical aspects of dress and image, grooming, line and shape, colour, fabric and texture as well as pattern that combine to define a personal style statement and her clients benefit tremendously from her in-depth expertise.

Ajita has pursued music as well, having launched her covers and songs with her husband who is a singer. Venus, considered one of the leading music companies in India, launched it on their platform. All her songs have been successes and she has witnessed a massive response on Youtube and other music channels.

Her first entrepreneurial venture reflects her passion for fashion and food, with both being prominently visible. Located in Surat, one of the prominent cities of Gujarat, Ajiliyaa the multi-designer store is well-known for having among the top-notch and select apparel and accessories

labels under its roof. It also boasts of a unique café, which combines lip-smacking flavours with healthy ingredients.

As a renowned fashion brand, Ajita's Ajiliyaa has made a substantial impact by raising the benchmarks to a much higher level for not just the city of Surat or the state of Gujarat or India as a nation, but the fashion industry itself. Showcasing the crème-de-la-crème in women's wear,



BASIC PRINCIPLES

Ajita firmly believes that hard work and dedication can take you to places and you can live your dreams as well. Being a housewife for years and raising her kids to the best of her abilities, this homemaker turned entrepreneur believes in being active and doing things that would motivate her kids also. Today, Ajita manages her multiple roles with elan, displaying the same enthusiasm and efficiency at work as she does at home. In addition to being the founder and creative director of Ajiliyaa, Ajita has also been the recipient of numerous accolades and awards, including that of the Iconic Woman of the Year in 2020, in Mumbai.

footwear, jewellery and accessories all over the country, Ajiliyaa empowers women by enabling them to identify and carve out their personal style quotient.

A font of knowledge and insightful information when it comes to the latest trends and fashion-related topics, Ajita has a dedicated following. With her at the helm, Ajiliyaa is acknowledged as an ideal source for distinctly chosen ensembles that can transform the wearer. Pairing attire with accessories that make a winning combination is Ajita's forte and her clients rely on her impeccable taste to a great extent.

Ajita describes Ajiliyaa as a reliable and trustworthy interface for all fashion-related requirements, promising a truly elite ambience and experience. "We stock everything from wedding apparel, couture; indo-western and western wear for the label-conscious enthusiastic shopper. Ajiliyaa helps you define your style while adding a sophisticated charm to your look."

MEET THE MULTI-TASKING ACHIEVER

Ajita believes that life is a learning process and this is reflected in the way she has fulfilled her urge for studies along with a noteworthy career plus other initiatives. She is India's first lady to cycle across Spiti Valley in 2016. She was felicitated for this by Prime Minister of India Narendra Modi. She has also set a new record as India's first lady to cycle in Arunachal Pradesh in February 2019. Inspired by Ajita's achievements, her elder son (who is now 18 years) has also set a record as the youngest person in the world to cycle from Manali to Khardungla at the age of 13. Her younger son, who is 10 years old, also holds a record for being the youngest to cycle from Miao to Annini in Arunachal Pradesh, 550kms towards the China border where the road ends.



● AJITA ITALIYA

With over 10,000 customers seeking creations from a sizeable number of leading designers including many from India Fashion Week, it is a rare intersection point where aspirations are met with panache. In tune with the times, Ajiliyaa has an online presence as well, enabling clients from all over India an opportunity to browse at their convenience.

Ajita has recently been in the news for having authored a book in the form of a

diary, which reflects the life of every woman. Named 'Sincerely Yours... Journey of a Woman,' it has been published by the biggest publication house of Gujarat. Ajita describes the book as a locker with insights into her mind, which contains a compilation of moments that make up a life that has been lived or one would have expected to live. Treasured incidents and memories that one would enjoy reflecting upon have been carefully gathered and secured in it.

BASESH GALA: A DYNAMIC INFLUENCER

THE FOUNDER OF 39 SOLUTIONS IS A GLOBAL THOUGHT LEADER WHOSE CORE PURPOSE IS EMPOWERING PEOPLE AND ORGANISATIONS THROUGH BUSINESS MENTORING, LEADERSHIP DEVELOPMENT AND ENTREPRENEURSHIP COACHING

In today's fast-paced, technology-driven, changing business models and disruptive times, MSMEs and family business are struggling to keep afloat. Identifying the need for a dedicated establishment that would facilitate their revival, Basesh Gala, a dynamic, global thought leader and influencer, founded 39 Solutions in 2014. This business mentoring, leadership development and entrepreneurship coaching organisation was conceptualised with the core purpose of empowering leaders, entrepreneurs and organisations.

Basesh started 39 Solutions with 2 main verticals - business mentoring and the RiSE training program for entrepreneurs and senior management.

The first vertical is extremely relevant for medium-size business, small and mid-size corporates and large family business as they don't have a strategy department as well as a strong, independent and contributing board. 39 Solutions acts as a mentor-cum-board advisor, performance auditor and brand custodian. Organisations



● BASESH GALA

benefit from independent, impartial and honest insights. Organisations also appreciate 39 solutions tracking growth via goals, adherence to values and holding senior management including the founders and their family members accountable.

An interesting case study is a 120-year old company run by family members of the founders. There were many communication gaps and performance inefficiency across departments. 39 Solutions took up the mentoring assignment and helped all board members accept a common vision. Through strategic objectives and performance tracking through goals, the focus was on improving communication as well as performance efficiency. After 36 months of intense mentoring, arbitration, training sessions and strategy reviews, the organisation culture became a happy, performing and fair culture. EBITDA (Earnings before interest, tax and depreciation) grew at a CAGR of 30%.

Another interesting case study is of a national white goods electronics manufacturer. 39 Solutions got the sales

and brand enhancement assignment. Basesh along with his senior colleagues at 39 Solutions undertook an extensive ground reality audit of the markets. It was a unique differentiation where more than 50% of distributors, dealers and retailers were met and issues were understood at the root level. Instead of pure sales motivation talk, 39 Solutions tweaked the strategy and tactics of the company first and addressed the pain points of the sales team and channel partners. The next step was technology adaption for sales including sales app and CRM implementation for better data analysis and accurate performance tracking. After 12 months of the engagement, the sales team started over-achieving their targets and the top-line of the company entered the growth phase from the previous stagnation phase. The attitude of 39 Solutions working as a partner rather than a vendor or consultant allowed them to give meaningful insights and contribute towards the organisation growth.

In the second vertical, RiSE stands for Riddhi-Siddhi for Entrepreneurs focusing on wealth, success, fame and growth for organisations. The RiSE program grew popular with MSME and traditional small business and batches were launched in Mumbai, Vijayapura, Hyderabad, and later, Pan-India via digitisation. RiSE program is a practical MBA type training program that equips an entrepreneur with modern tools, techniques, knowledge and training needed to keep pace in a disruptive world.



EXPERIENCE AND EXPERTISE

Basesh has strong academic credentials – IT engineer from VJTI with research at IIT Bombay. He is MBA(USA)- Gold medallist from Fisher, USA and is a CFA (USA) and FRM charter holder. Basesh has an equally strong global practical exposure and experience in investment banking, strategy consulting and training with top organisations. He has been felicitated by President of India Dr. Kalam and in 2018 by President of Mauritius Mr. Vyapoory.

The advantage of the RiSE program is that focus is not only on training but also on the implementation of concepts and ideas in business. In the RiSE program emphasis is always on performance measurement, realistic goal setting and balanced growth. It is appreciated because of its practical, easy to implement and enjoyable process along with improved organisation performance.

An entrepreneur into lifestyle products manufacturing enrolled in the RiSE workshop. He understood that he was self-employed and not an entrepreneur. The growth of the company was heavily dependent on the founder only. After the RiSE course, he invested time, effort and money in core team building. After a few quarters, he is a happy, peace-loving and growing entrepreneur where his company is run by his managers and he is focused only on growth, innovation and networking.

Another interesting case study is about a retail entrepreneur who changed his business model after undergoing performance evaluation in RiSE workshops. His changing business model along with trend analysis and great customer experience helped him achieve a high return on investment.

COVID-19 was a challenge that became a blessing in disguise for Basesh and 39 Solutions. During the national lockdown, Basesh inspired, motivated and guided thousands of people across social media. His focus on budget planning, cost optimisation, creating partners across the value chain and invoking spiritual power helped many entrepreneurs in the challenging phase. Basesh also undertook campaigns and petitioned the government for tangible benefits for MSME and the



middle class during the COVID lockdown.

A small trader in Surat attended a free online session of Basesh arranged by a leading trade body and got in touch with Basesh via social media. Over the next 30 days, he attended all live online sessions of Basesh and was able to overcome his negative mindset and depression. In February 2021, he crossed sales and collection levels of the pre-COVID era.

Recognising online platform, digital tools and social media as a great enabler, Basesh Gala has launched an online leadership course called 'RISE to Lead' (39solutions.com/RTL). This course has been enrolled by more than 3,000 students, housewives, entrepreneurs, and employees. Basesh is planning strategy and business growth courses also online to enable entrepreneurs to grow affordably.

Basesh always emphasises that networking is a key trait of a successful entrepreneur. In December 2020, he launched the RiSE Empower group to enable entrepreneurs to continuously learn and network with each other. Currently, this group is free to

join and on Telegram with 3200+ members. (T.me/RiSEBiz)

Basesh has started a non-profit charity organisation to enable needy but talented kids for education, training and job-ready workshops (39solutions.com/foundation) to empower and enlighten the lives of 100 kids per year through need and merit-based scholarships.

'GLOCAL' APPROACH AND EXPOSURE

Basesh is invited as an expert-speaker cum faculty in various management institutions. He is a multiple TEDx speaker and has been invited as a keynote speaker in various regional, social and trade organisations. He has travelled extensively in India and abroad as a keynote speaker and trainer. His workshops on Leadership Development, Employee Engagement, Sales and Productivity Maximiser are well received. His special proprietary topics include family wealth and happiness; Life & Business through principles of Vedas, Hinduism and Jainism; and sustainable success. It is estimated that more than 54,000 people have attended events, trainings and workshop with Basesh Gala in the last 7 years.



DR. NIKHIL TARI: MYTH BUSTER



WITH HIS VAST CLINICAL EXPERIENCE OF MORE THAN 15 YEARS AS A DOCTOR AND 24 YEARS AS A BODYBUILDER HIMSELF, HE HAS HELPED MANY TRANSFORM THEIR PHYSIQUE, WHILE MAINTAINING THEIR HEALTH TOO.

Nowadays the terms fitness and health are two different things. Not every fit-looking man or woman is healthy. These two statements by Dr. Nikhil Tari sum up exactly what is wrong with the fitness industry in India in the present scenario. He is a man on a mission to demolish preconceived notions and mistaken notions about these two aspects across the nation and with good reason.

These days, the fitness industry and gym business are booming like they have never before in history. Along with that, many supplements companies are also seen to be making huge profits. Similar is the case with pharma-aids drugs also referred to as performance-enhancing drugs or PEDs.

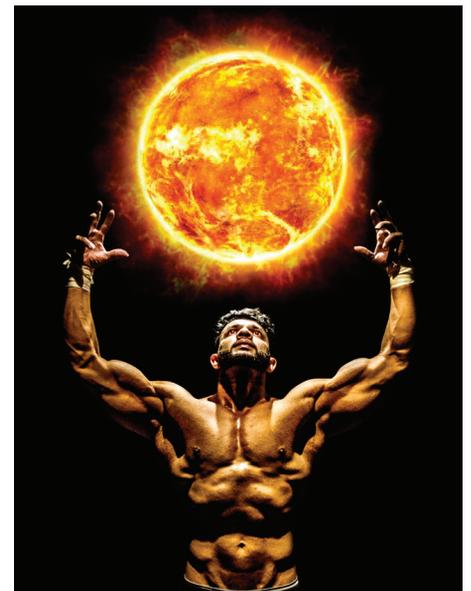
Every other person in our country, from any economic class, just about everyone is so aware, or should we say, fascinated with the quest for that fit looking body; nicely toned arms and legs, that sharp jawline, those hot looking six-pack abs and those big biceps popping out from the t-shirts.

“A large portion of the credit for this goes to Bollywood and various social media platforms. Just about everyone going to the gym has a specific goal of achieving that dream physique and that too within

a short time. Everything is quite fast nowadays just like fast food (sarcasm warning). So many people fall into the trap of those videos, which claim to get them six-pack abs in one month. Everyone is in such haste that they want it at any cost and quickly. To get awesome results they end up using those harmful anabolic steroids and those expensive, false claim supplements. And the common sources are our gyms and gym trainers who are

not aware of the damage they are doing to their client’s health,” Dr. Nikhil points out.

The reality is that nowadays every young guy wants six-pack abs and every girl wants that toned body. But there is nobody available to guide them properly and blindly taking any ‘health supplements’ to transform their physique is costing them their health. That’s the reason why Dr. Nikhil has coined the statement that health



VISION FOR INDIA

Dr. Nikhil has a dream of establishing a school dedicated to professional bodybuilding and fitness in our country so that we can get prime information of this field and create world-class athletes who can represent India in international bodybuilding and fitness competitions and win them. Yes, while maintaining their health too, so that after a few years we can say that fitness and health are different words with the same meaning.

and fitness are not the same. However, with proper guidance and keeping realistic goals in mind, decent fitness levels can be achieved while maintaining health up to the mark.

Dr. Nikhil has started what he describes as 'India's first Bodybuilding & Fitness Clinic' located in the western suburb of Kandivali (W), Mumbai. A clinic that is strictly dedicated to health and fitness, with proper, high-end equipment to get perfect measurements.

Possessing vast clinical experience of more than 15 years in this field as a doctor and 24 years as a bodybuilder himself, Dr. Nikhil has helped many fitness enthusiasts and aspirants to transform their physique while maintaining their health too.

His passion and love for sports has made him a big name in the field of bodybuilding and the fitness industry. Dr. Nikhil feels that the ongoing fitness culture in India, with the trend of using supplements and drugs to attain a good physique, is rising enormously all over the country and especially among the young generation.

This is leading to severe and irreversible health issues like infertility, heart issues, kidneys and liver problems. This is all because of wrong guidance in gyms and a huge ongoing scam of counterfeit bodybuilding supplements, he underlines.

Being a trained doctor, fitness athlete, bodybuilder and coach himself, Dr. Nikhil has helped numerous fitness and bodybuilding athletes to achieve their dream physique the right way, with more than 2000 successful transformations throughout the world in his 12 years of bodybuilding and fitness clinic practice. He has been awarded as India's #1 Bodybuilding & Fitness consultant many times by various renowned institutions of our country.

Dr. Nikhil believes in giving proper guidance and awareness in his bodybuilding and fitness clinic. However, he cannot meet everyone personally and help them out. Neither is it possible for every fitness enthusiast to personally meet Dr. Nikhil, himself in his clinic.

That is the reason for Dr. Nikhil starting his first YouTube bodybuilding and fitness channel. Here, he shares his deep

knowledge regarding every subject related to bodybuilding and fitness and many people (mostly youngsters) of our country have benefited from his YouTube channel.

DR. NIKHIL TARI
BODYBUILDING & FITNESS CONSULTANT



ACHIEVEMENTS AND ACKNOWLEDGEMENTS

YEAY	TITLE	INSTITUTION
2017	For Excellence in Consultancy	People Foundation
2017	India's #1 Bodybuilding & Fitness Consultant	Nabba/ WFF Rajasthan
2018	India's #1 Bodybuilding & Fitness Consultant Expert	Economic Times & Body Power India.
2018	Champion of Fitness 2018 - 2019	Economic Times & Body Power India 2019.
2019	India's No. 1 Bodybuilding & Fitness Consultant	Wow Excellence Awards
2019	India's No. 1 Bodybuilding & Fitness Consultant	Mr./Ms. Chattisgarh Bodybuilding Championship 2019
2019	Best Bodybuilding Doctor/ Consultant	Starline Fitness India
2020	India's #1 Bodybuilding & Fitness Consultant	Mid-Day Health & Wellness Icons
2020	Doctor of Bodybuilding India	GSB Fitness Awards
2020-21	Times Man of the Year 2020-21 in Bodybuilding & Fitness	Times of India
2020-21	Times Health Care Leaders in Bodybuilding & Fitness	Times of India

MANISH RATHI:



EXEMPLIFYING 'ATMANIRBHAR BHARAT'

INDIA'S FIRST NON-CONTACT IR THERMOMETER AND PULSE OXIMETER BRAND, TRUEVIEW IS BUILDING UPON ITS TEN-YEAR PRESENCE IN THE ELECTRONICS INDUSTRY, WITH A STRONG FOCUS ON RANGE EXPANSION AND INDIGENOUS PRODUCTION

The difference between evolution and revolution seems to be just a single alphabet, at least when you spell it. However, Trueview, the flagship brand of Warner Electronics India Private Limited, has proven by example how massive it can be when implemented in reality. Established in 2010, it is one of the leading manufacturers of electronic security surveillance, video door phones, LCD video wall monitors and commercial display solution products in India. While the first decade was one of evolution, Team Trueview's rapid response to the challenges posed by COVID-19 reflected its ability to initiate a true revolution in the field of digital medical instruments.

While everybody was contemplating the short term and long term impact of the pandemic on business and personal life in the early phase of the first lockdown in April, Team Trueview wasted no time. Studying the market, they identified the gap and converted the crisis into opportunity. Being in the electronics industry for almost a decade, the management at Trueview decided to start manufacturing non-contact infrared thermometers and pulse oximeters at their unit in Shendra, Aurangabad. Today these are provided to markets throughout the nation.

By doing so, they not only facilitated the nation's fight against the pandemic but also became the first Indian company manufacturing these products. The Trueview IR thermometers and oximeters, rated the highest in quality and performance - ISO 13485:2016 and USFDA certified - represent the new Bharat, which is indeed 'Atmanirbhar'. Trueview is now expanding its range of digital medical instruments for the healthcare segment with plans to unveil around ten new products soon.

Looking back at its inception, when this group of young and dynamic entrepreneurs dared to venture into the world of electronics, they had no idea what they were getting into. They organised themselves, geared up to think 'out of the box' and set out to create something unusual yet resourceful. A decade later, with a diverse range of products in security systems and commercial displays, Trueview dared to move into healthcare when the world was reeling under the effects of the pandemic. Taking the right decision at the right time, this diversification strategy has reaped big dividends. Not content to sit on its laurels, the team is constantly looking at producing advanced and futuristic equipment to meet the requirements of the increasingly dynamic markets.

With more than a million happy customers, a state-of-the-art manufacturing facility and a strong research team, Trueview has developed a product range keeping in view the requirements of the Indian market. The technologically updated R&D team works round the clock to provide its customers with the best-in-class products and keep them abreast with the cutting-edge technology in electronic security and display solutions. Trueview is an ISO 9001:2015 and ISO 14001:2015 certified company. All their products are RoHS, CE & FCC compliant.



ASTUTE VISIONARIES MARK UNIQUE MILESTONES

“ We have been rewriting the rules of business right since the inception of Trueview, and this game-changer mindset is visible in our transformative approach while envisaging what lies ahead. In the past year, Team Trueview has leapt forward and forayed into hitherto uncharted waters. We have formulated a bold and novel blueprint for ensuring exemplary progress going forward. All eyes are on Trueview, as we spearhead the transition from 'Make in India' to 'Made in India,' elevating our brand to even greater heights.”

— MANISH RATHI
CEO, Warner Electronics (I) Pvt. Ltd.



Trueview is one of India's leading manufacturing companies of electronic surveillance systems, video door phones, healthcare, commercial display and display solution products. Over the years, the company has laid down a strong foundation for future opportunities as well as challenges by investing heavily in developing manufacturing infrastructure.

With more than 10 years of domain knowledge and experience, Trueview creates value for its customers by continuously improving the quality of its products through research, innovation and sustained growth. Riding on the strong support of these elements, Trueview is poised to make its place in the security industry unshakable.

Presently, the company produces CCTVs for small and large projects for the domestic as well as commercial markets where total value for money is assured. In addition, video door phones for individual villas and gated communities are also manufactured to ensure better safety.

New additions to their products include commercial displays comprising of video wall monitors, digital signages, kiosks, smart interactive touch panels and various display solutions. These products are most suitable for Smart City and city surveillance projects, command and control centres, home theatres, conference rooms and educational institutions.

Trueview is an IT-enabled company and a number of its operations are carried out on various ERP platforms. Integrated manufacturing units, focused management and committed production and quality teams make Trueview the No. 1 choice for customers across products and sectors. The company has sales offices in Pune and Mumbai and over 2000 dealers and distributors. This reliable network enables quick introduction and penetration of products in the market.

From basic activities like installation of products to manufacturing products in-house, the company has indeed

come a long way. It epitomises how small ideas can turn into a successful venture if worked upon consistently and relentlessly. Trueview has stepped up from local to national and now hopes to make its mark in the global market. Reflecting this are the Trueview cameras, installed all over the country and overseas as well including the Uri Indian Army Camp, India-Bangladesh Border, Skywalk at Sikkim-Bhutan Border, Fontana Towers Bahrain, Iskcon Temple, Rado, Longines, and more.

Trueview has been awarded the Most Promising CCTV Brand by Silicon India and Leading Manufacturer of Security and Surveillance Product by Times of India. It is associated with several social foundations like Chetana Empowerment Foundation, an NGO which works towards the upliftment of the underprivileged sections of the society by providing them quality education, hostel facilities and healthy meals.



MARINE COLLAGEN

PROTEIN POWER



*** Nutritional information per serving (Approx value):**

Energy	36.00 cal
Protein	9.00 g
Carbohydrates	0.00 g
Sugar	0.00 g
Fat	0.00 g

*** Figures based on calculated values.**

Ingredients:- Bioactive Marine Collagen Peptide,

Storage : Store in a cool & dry place.

Direction for use.

1. Take one spoon full from container to glass.
2. Add 100 ml Milk/Water/Fruit juice/Tea/Coffee
3. Stir well till powder is evenly dissolved & drink immediately.

Food for special dietary use. Proprietary food.

After consulting with doctor recommended to pregnant women & children

fssai

FSSAI Lic. No :10014021001051

Batch No:

Mfg Date:

MRP. Rs:

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**BEST BEFORE 24 MONTHS
FROM MANUFACTURE.**

Manufactured in India by :

Amar Aquatic

(A Unit of Amar Polyfils Pvt. Ltd.)

Survey No. 81/1, Paiki, Village Vanana

Porbandar, Gujarat 360550

Email: amaraquaticchemicals@gmail.com

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Customer care no.: +91 2801 290 155



500 gm

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