

A hand holding a large, ornate silver trophy cup against a background of a cheering crowd at sunset. The trophy is the central focus, held high by a hand. The background is a warm, golden sunset with many hands raised in the air, suggesting a celebratory event. The text is overlaid on the right side of the image, enclosed in a thin orange border.

# **EMERGING BRANDS AWARDS-2019**

COFFEE TABLE BOOK  
ON UPCOMING BRANDS







# PROLOGUE

Shailesh Gupta



Emerging entrepreneurs, with the creation of exclusive brands, belong to a sector that has shown steady growth over the years. Jagran Prakashan Limited recognizes them for their effort that has taken the country into an absolute fresh spin in terms of growth and economic prosperity. Through this book on awardees in this sector, we wish to give a further boost to their spirit of achievement and upward growth spiral.

With this book, once again Jagran Prakashan Limited brings to you the success stories of a set of entrepreneurs, this time mostly those based in North India. This the 26th in the series on personalities who have risk-taking ability for commercial accomplishments, is one that narrates the unique circumstances that have catapulted them to essay these very exclusive roles. On the whole, books from the Jagran stable go up to the count of 42, as places of worship, cities and diverse themes, like Bollywood, make up for the rest of the line-up.

We at Jagran Prakashan Limited are happy to have taken this initiative to put the spotlight on these chosen entrepreneurs with the focus on the way, each and every person has emerged as a luminary in his own right. They have all traversed the rough track in the first phase, keeping patience and have displayed resilience in their effort to ultimately reach their individual pinnacles of success.

I am sure with the focus on themselves, these selected icons will truly feel happy with the recognition.







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JAGRAN COFFEE TABLE BOOK



# FOREWORD

Emerging entrepreneurs today are those who are essentially innovation-oriented. As is the requirement of the day, it is new ideas, specifically intuitive market feel that drives them. All this and much more was evident, as we spoke to each of the awardees one by one, hand-picked for the Emerging Brands Awards, put together in the Jagran Coffee Table Book by the same name. Playing up entrepreneurial strengths to tackle the economic environment that has been challenging for this sector in the past few years, each of them has focused on resolving most of the challenges, ultimately emerging successful in carving the required niche for the brand.

As you go through the book, you will certainly be charmed by the way these entrepreneurs have gone on to make a mark for themselves and taken the region to an absolute different level of material gains, growth and development. Many have come on record to praise the government for its initiatives, some even drawing inspiration from the encouragement. What is truly heartening is the fact they are appreciative of the government move to assist entrepreneurs with several schemes and benefits and multiple initiatives such as Make in India, Startup India and Skill India.

As our team moved from one entrepreneur to another, they realized the importance of the sector at every step. It is these people we have chosen to award, who have given the required boost to the Indian economy by contributing to industrial production, exports, employment generation and overall wealth creation as well. One strong feeling was also that the success stories of such entrepreneurs need to be shared to encourage other enterprises to perform better. The awards are also a testimony to one of the various initiatives taken to build a strong business ecosystem for the growth of enterprises.

It has been an enriching experience as we proceeded to profile all of twenty five emerging and fast growing enterprises and newer businesses. As one story after another unfolded with each meeting, providing the platform to recognise the spirit of entrepreneurship and to felicitate these Emerging Brands that have demonstrated exemplary performance in their respective fields, proved absolutely worth its while.

I am sure it will prove to be both interesting and enjoyable read, together with an eloquent pictorial coverage of each entrepreneur.



# OUR PHOTOGRAPHER

Atul Hundoo, a Master of Fine Arts in Photography from college of Arts and Crafts, Lucknow, is a photographic artist with an experience of more than 15 years in this craft. With journalistic photography being his forte, he has worked with some of the top-notch newspapers, distinguished media houses and has been a part of some prestigious projects.

Atul ascribes much of his accomplishments to his guru, photographer of international repute, Late PC Little. He has earned distinction in different genres of photography, like fashion, product and sports and visual arts along with commercial & lifestyle photo shoots. In 2010, he began photography as a travel photographer. The famous and much applauded Devalaya series of Jagran Coffee Table Books was photographed by Atul across four states of Uttar Pradesh, Bihar, Uttarakhand and Jharkhand. Besides Atul has been an indigenous part of more than 12 Jagran Coffee Table Books.

Atul's concern for the environment is strongly evident in his images. The nature stretches in his landscape shots are perfect in terms of angle and frame. His photographs of people reveal a compassionate understanding of his subjects. When taking a shot, Atul stops at nothing to make it the very best. In fact, at times he is almost stubborn in his efforts and takes huge risks while executing a particular shot exactly as he has envisioned it. The results thereof are there for all to see.

Working as a photojournalist, Atul Hundoo frequently reinvents his creative approach to his work with the use of pioneering digital techniques. Atul's work is exhibited at many national & international exhibitions. He has held two solo exhibitions and three group shows of his photographs. He is also invited as a guest lecturer at various institutes from time to time and has also conducted photography workshops for budding photographers.





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# All for cooler summers

**SANJEEV KUMAR GUPTA**

MD, Summercool Home Appliances – Ghaziabad

“Believe in excellence and success will come”



“Our eyes must aim for the sky but feet should always be grounded”



The powerpacked foursome.



A worker at the assemblyline of coolers

The basic ignition behind all success stories is dedication, a never say die attitude and of course an unshakable entrepreneurial spirit. The life story of brothers Sanjeev Kumar Gupta and Rajeev Kumar Gupta and their brand Summecool Home Appliances is a perfect example of a humble journey that started twenty-five years ago with limited finances but unlimited determination. Hailing from the tiny village of Sapnavat in Hapur , Sanjeev Gupta after completing his basic education came to Ghaziabad in search of better opportunities. Life was surely not easy because of which his father wanted him to do something beyond their ancestral family business of wholesale grocery trading.

Unlike other kids, at a very tender age Gupta had understood that hard work and perseverance is the only key to success. His faith in God and an optimistic approach helped him nurture his dream. While pursuing his graduation, he joined his uncle's electrical business as an apprentice to learn business skills and gain experience. After working with him for sometime he decided to start his own venture of making galvanized iron coolers. In 1993 with mere twenty two thousand in hand he opened up his first manufacturing unit in Sector -23, Rajnagar , Ghaziabad. With a limited capital in hand, running the business was not easy and there were hurdles at each step. Since his business setup was new, it was difficult for him to procure raw materials on credit because of which scaling up was a big challenge but his sheer dedication and untiring efforts made things possible. To manage his growing business, he was soon joined by his younger brother Rajeev. Together the duo toiled for endless hours during the summer season, sometimes even twenty hours at a stretch to keep the business rolling. Summer Cool Home appliances their venture (under the umbrella of Summercool Group of Companies) was gaining momentum in the local market, their product- galvanized iron coolers that spelled quality and customer satisfaction without burning a hole in the pockets were much in demand.





Sharing a light moment.

With good sales and better profits, the company started adding new products to their portfolio each year. In 1995 the company expanded and established another production unit in Jagruti Vihar, by now they had a wider portfolio and were manufacturing several other quality products like fans, cooler cabinets, cooler grills, exhaust fans, motor pumps and geysers too. Gupta says, "Believe in excellence and success will come", the brothers swear by this mantra and have ingrained this belief to their entire family.

Ranked amongst the leading brand of cooler manufacturers in India and number one in Delhi & Uttar Pradesh, the company has established itself as undisputed leaders in air - management and domestic appliance technology. With a humble beginning of 8 people almost 25 years ago, Summercool Home Appliances is now a big family of 500 and has multiplied to 6 manufacturing units in and around Ghaziabad.



A family portrait of the Guptas





The brothers Rajeev and Sanjeev

Gupta has not only envisioned and created success but has also build a visionary business that has supported its employees and the community too. Grounded to the principle of compassion and empathy set by his father, he admits that his company’s manpower is one of his biggest assets and makes sure to motivate them from time to time and often repeats these lines –“Our eyes must aim for the sky but feet should always be grounded”.

Summercool Home Appliances, Thermocool group of companies, Shree Durga Home Appliances, all under their parent company Summercool Group of Companies were started with a vision to provide quality products at a reasonable price and thus the company strives to keep cost in control by providing in house solutions with their highly qualified engineers and an equally competent R&D department. Over the years the brand has come a long way and has thrived tremendously by offering a wide array of products. A firm believer of maintaining quality he says, “Quality of a product is remembered long after the price is forgotten”, hence it’s very important to invest in quality.

Perfectionist by nature, Gupta makes sure that his highly skilled quality managers along with their teams ensure that each product that goes out of the manufacturing unit meets the strict quality guidelines. The company has a proud association with Make in India initiative too.

“Quality of a product is remembered long after the price is forgotten”





Workers at one of the units

Since last few years Summercool Home Appliances is all focused towards its wide range of plastic and fiber body air coolers and have a committed manufacturing facility where the cooler bodies are molded right from scratch using high quality PVC resin and later fitted with heavy duty motors, honey comb pads and other high quality electrical components for a powerful air throw. This manufacturing unit with state of art modern technology and in house production to packaging facilities positions the brand as one of the best air cooler manufacturers in India. With a turnover of 150 cr and an annual sale of three lakh coolers per season, the products are available in 15 major states and will be soon available throughout India. Indian Railways, CPWD and several public sector undertakings have been their clients. Avika Gor of Balika Vadhu fame has been the face of the brand since long.



Inside view of one of the units in Ghaziabad





The family sharing a special bonding moment

The second generation of Guptas, Abhishek and Ashutosh are equally competent and hardworking entrepreneurs. Armed with sound knowledge of production and management and fine grooming from senior Guptas, they are taking the company to new heights.

The younger ones, Tushar and Tanuj, who are still pursuing their degrees in management, eagerly look forward to join the business in the coming years.

The Guptas, Sanjeev & Rajeev have a very closely bonded family that has been around them through thick and thin. They credit a large part of their success to their wives-Rashmi & Seema (respectively), the firm pillars of the family and remember how during their early business days, the two ladies motivated them at each step giving them strength to overcome all the hardships. The family is an ardent believer of Goddess Bhagwati and makes sure to start their Sunday by attending the prayers and offering bhandara at the huge temple that they got erected sometime back. The family strongly believes in spending quality time with each other for they believe that family is the greatest blessing.

“Family is the  
greatest blessing”



# An inspirational success story

## MRS HOMAI ENGINEER

Chairman & MD, IBL Group of Companies

“It is important to keep working for your dreams, success will eventually follow.”





“It is essential to keep working hard to achieve your dreams, success will eventually follow.”



Cyrus Engineer – Director, IBL Group Of Companies  
Homai Engineer – Chairman & Managing Director, IBL Group of Companies  
Rohinton Engineer – Director, IBL Group Of Companies



Boiler factory in Vapi

When Mrs Homai Engineer joined her family business of industrial boilers, little had she anticipated that her untiring efforts to work against the age old belief that ‘making boilers was no woman’s job’ to making her products set a benchmark in the industry will serve as an inspiration to the future generations.

Mrs Engineer is proud of her legacy and tells the long standing history of their family business that was setup as an engineering workshop in 1860 by her great grandfather in law, Bomanshaw Homavazir in Hubli. With the advent of steam engines, they became an importer of steam operated road roller boilers, later his brother Naorji Engineer moved to Bombay and started ‘Empress welding and Repairing Works’ named after Her Highness, the Queen of England. He imported boilers in a knockdown condition from England and installed and commissioned them in Indian industries.

In 1959 he partnered with first Indian boiler manufacturing company, Nestler in Byculla, Bombay to provide manufacturing services. In 1974 his son and daughter in law Rusi & Homai purchased a big piece of land in Vapi and set up Industrial Boilers.

With a firm belief in constant innovation right from its initial days, the company that took off the success ladder by word of mouth grew rapidly with new innovations and impeccable quality. The company was joined by the second generation of the Engineer family around the mid-80s and together they strived to take the company to new heights. Mrs. Homai Engineer says, “It is essential to keep working hard to achieve your dreams, success will eventually follow.” It was this belief that has resulted in remarkable growth of the company over the years.

In 2002, the company expanded into another venture – A steam turbine manufacturing Unit at Greater Noida. Today, Mrs. Engineer’s sons – Rohinton and Cyrus Engineer manage the facilities along with the next generation of the Engineers’ -Zaraan, Yohan and Mehernosh. With the entry into the turbine sector, the IBL Group of Companies now comprises of – Industrial Boilers Ltd. and IB Turbo Private Limited.





Rohinton Engineer with his sons

Back when Vapi was just an isolated stretch of land with barely any civilization or transportation facilities, a piece of land was purchased and that was the inception of Industrial Boilers. The company started production with the manufacture of fully riveted Vertical Cross Tube Boilers. One hundred boilers later, the company started producing packaged boilers of welded design. These boilers were recognized as 'Madam wala boiler' and won the hearts of many with their sturdiness and high efficiency. Mrs. Homai Engineer's long journey of transforming her company from a tiny six employee-manufacturing unit to multiple and massive production facilities with over 1000 employees is surely that of courage, grit and determination. Today, Industrial Boilers Ltd. is one of the largest manufacturers of boilers in India. The company caters to a range of companies across various industries in India and globally owing to its rich history, efficiency and strength. Industrial Boilers Limited is one of the largest exporter of Process Boilers from India. 30 to 40% of IBL boilers are exported worldwide. IBL focuses on building great products, innovating rapidly to improve them and keep them affordable and highly efficient.



Homai and Cyrus on a factory visit





Cyrus and others at the Vapi unit



**“It is very important to grow with new technologies, come up with new designs and have brainstorming sessions often.**

With a vast pool of highly talented and experienced engineers, IBL has continued to maintain its reputation as a research powerhouse in boilers.

IBL is the international market leader in the field of Biomass Boilers and at the very cutting edge of technology. With its research 5 to 10 years ahead of time, the company makes it possible to foresee developments and provide absolutely latest technology to its customers.

Presently, the company specializes in design and manufacturer of Process Steam Boilers, Industrial Boilers, Power Boilers, Steam Turbines, Pressure Reducing Steam Turbines (PRT), Mini Power Plants, Autoclaves and Vulcanisers, Solar Thermal systems, Electrostatic Precipitators (ESP), Bag Filters, Wet Scrubbers and other Pollution Control Equipment as well as Specialized Combustion solutions like FBC, Pulsating Grates and Brownian Motion Furnace (BMF). Renewable Energy Fuel Solutions such as Municipal Solid Waste (MSW), Bio Gas, Methane, Rice Straw (Parali), Cow Dung (Uple), Mustard Straw and Rice Husk.

IB Turbo Private Limited – the second company under the IBL Group of Companies, is a leading manufacturer of efficient, small and industrial sized steam turbines in India. These turbines are suitable for co-generation, captive power or shaft power.





Workers giving the final touch

Since its inception, the company has consistently delivered efficient and reliable steam turbines in India and has supplied over 3300 MW of net electricity generating equipment with more than 650 turbines running in over 25 countries including – India, Ukraine, Thailand, Malaysia, Romania, Poland, Russia, Bangladesh, Saudi Arabia, Vietnam and Singapore.

Mrs. Homai Engineer says, “It is very important to grow with new technologies, come up with new designs and have brainstorming sessions often.”

The company’s steam turbine range includes – Back Pressure Steam Turbines, Multiple Back Pressure Steam Turbines, Back Pressure cum Condensing Extraction Turbines, 100% Condensing Steam Turbines, Customized Steam and ORC Turbines and Saturated Steam Pressure Reducing Turbines. The superior electronics and software in the company’s synchronized turbines, provides effortless operation under fluctuating steam conditions to generate maximum possible power.



Homai stands proudly at one of the units





Striking a pose for a group picture

IB Turbo is able to provide one stop and comprehensive power generation solutions. In addition to steam turbines, the company offers advice for boiler selection, steam pipeline design and optimizing of process parameters and process steam engineering.

IB Turbo focuses on providing superior products and impeccable service to every customer.

A firm believer in the power of unity Mrs Engineer says, "With unity one can achieve almost anything". Her belief and faith both on her family and the company surely makes the IBL Group of Companies stand out among the rest.



Core team members in office



Cyrus Engineer and his son with Homai

"With unity one can achieve almost anything"





# Dedicated to healthcare

## RAM PRAKASH RASTOGI

Chairman, Rivpra Formulation Pvt Ltd, Ghaziabad

“As an owner, it is important to understand the basic principles of running a business, the technical aspects can be handled by recruiting professionals too.”



“It is very important to understand consumer needs and deliver quality products to sustain vertical growth”



A proud display of products



Vibhor strikes a pose with his father Ram Prakash

In 2003, when Ram Prakash Rastogi decided to enter the rapidly rising pharmaceutical industry, his immense experience in running various businesses helped him foresee the opportunities that lay ahead. Born and brought up in the small town of Sirsi in Moradabad, Rastogi later shifted to Meerut for higher studies. After graduation, he joined the ancestral family business, a sugar manufacturing unit and started learning the basics of the trade. Business was surely in his blood and over the years he learnt the mantra of success. During the span of ten years, between 1970s-80s, he set up three profitable sugar plants along with an induction furnace but wound up by 2000 as the industry had started losing its viability.

The family then shifted to Delhi, set up a construction company and worked on several commercial and residential projects. Rastogi strongly believes that all industries work on similar guidelines; he says, “As an owner, it is important to understand the basic principles of running a business, the technical aspects can be handled by recruiting professionals too.” In 2003, the pharmaceutical industry had started gaining momentum and he decided to shift gears and set up a manufacturing unit at Haridwar. By 2007, Rivpra Formulations was fully operational and was manufacturing almost 250 pharmaceutical products for various companies. With a deep knowledge in nephrology, an innovation – focused approach and leadership skills, Rastogi along with his son Vibhor have taken the company to new heights. With almost 2000 pharmaceutical products and an invoice value of 100 crores, their long list of clients include eminent companies like Cadila, Mankind, Cipla, Dabur, Wockhardt ,etc. Over the years Rivpra Formulations has emerged as a significant contributor to the Indian pharmaceutical industry. The WHO-cGMP certified ISO company, with their manufacturing facility in SIDCUL in Haridwar is supported by highly qualified and experienced team and holds standard certifications in several segments of dosage forms like tablets, capsules, oral liquids and sachets. It is one of the pioneers in developing the Alpha keto analogue in India.





Ram Prakash with others in his office

The company covers all major product segments like nephrology, antibacterial, antidiabetics, analgesics, antifungals, antacids, antimalarials, cardiovascular, nutritionals, cosmeceuticals and much more. Rastogi admits, "It is very important to understand consumer needs and deliver quality products to sustain vertical growth". With the state of art manufacturing setup, hi tech fully automated machines, an in-house R&D and quality assurance department, the company has developed high credibility in the market. Besides contract manufacturing for esteemed Indian pharmaceutical companies, their products are also sold in Jan Aushadhi Kendras and are supplied to West Bengal, Madhya Pradesh, Delhi and other Indian states too. The plant is registered in 12 countries and products are exported to Latin American, African, South Asian and CIS countries. With a total strength of 300 employees, the Ministry of MSME, Government of India, recognized the company for their contribution.



Vibhor in a discussion with the staff





With a sense of pride...

A firm believer of staying true to his roots and serving the society, Rastogi believes greatly in CSR and has been associated with NGOs since long. A key partner for providing free medicines at Ardhkumbh 2019, he still remembers his father's words and quotes, "Labourers and Farmers are a social responsibility, and it is our duty to help them" and proudly states that the staff is a part of his extended family.

Rastogi, along with his son Vibhor are equally proud of Menrik Biomerge Pvt Ltd. their sister division that not only specializes in manufacturing pharmaceuticals, cosmetics and nutraceuticals but also markets them under their own brand name. Certified under WHO-cGMP, this ISO 9001-2015 this company equipped with world-class infrastructure and supported by highly qualified and experienced team is rapidly spreading its wings in both international and domestic market. Under the expert leadership of Rastogis, both the companies work on a vision to provide quality medicines at an affordable price. Tapping the vast Indian market rapidly the company has a vast team of dedicated distributors and field force too. Proud of his family, who have been his pillar of support, Rastogi admits how their love and support has made his life nothing less than perfect.

**"Labourers and farmers are a social responsibility,  
and it is our duty to help them"**



# Working for humanity

## DR SANJAY MAKWANA

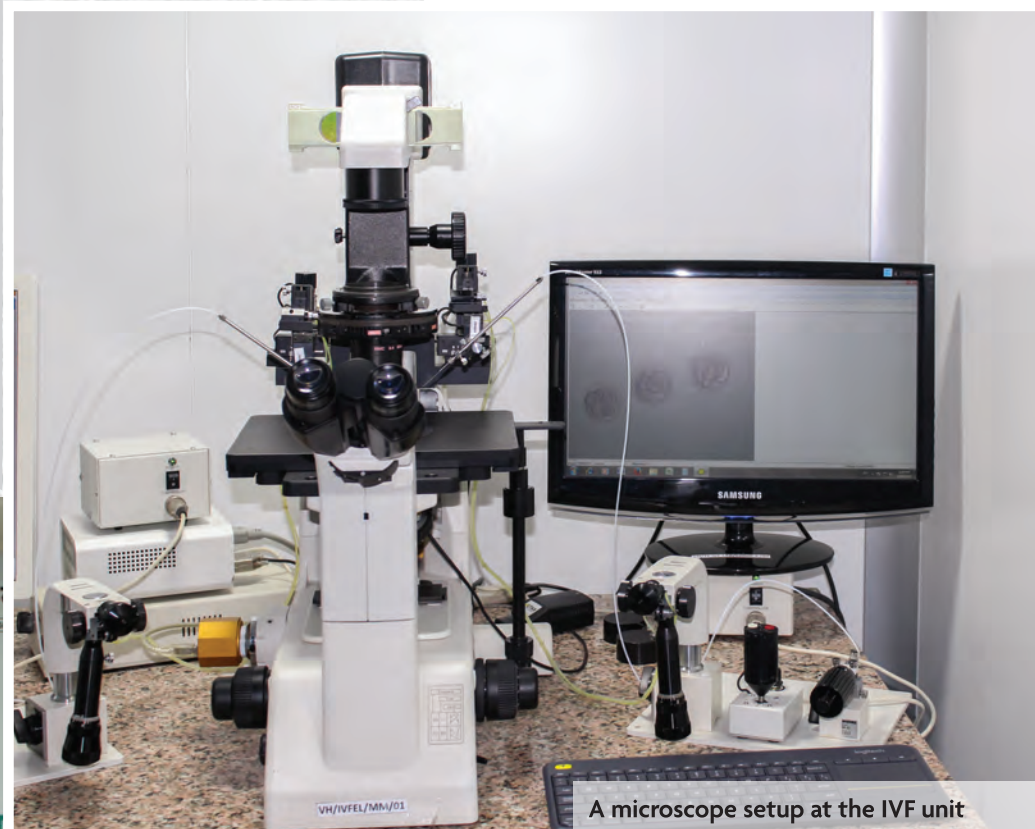
Chief Medical Director, Vasundhara Hospital & Fertility Research Centre, Jodhpur, a unit of Vasundhara Hospital Ltd.

“Medicines can cure but a Doctor’s empathetic words can give strength to fight from within.”





**“It is very important for a Medical Practitioner to aim for Academic Excellence and work for Humanity.”**



**A microscope setup at the IVF unit**



**Dr Renu Makwana with the staff**

With numerous advancements in medical science and breakthrough healthcare technologies, IVF or In Vitro Fertilization is recognized as the most common infertility treatment today. Devised in 1978 after immense research and several experiments, this assisted reproductive technology has helped millions around the globe, who would otherwise be unable to conceive, experience the joy of parenthood.

Vasundhara Hospital and Fertility Research Centre (VHFRC), was established in 1996 in Jodhpur by Dr Sanjay Makwana and his wife Dr Renu Makwana, pioneers in IVF and infertility treatment in Jodhpur.

Over the years the hospital not only has fostered its expertise in the evaluation, diagnosis and treatment of infertility but has also played a significant role in many medical breakthroughs including first IVF pregnancy, first egg donor pregnancy and ICSI pregnancy. Firmly grounded with the policy of honest and ethical treatment, Dr Makwana understands the psychological distress that infertility triggers and hence his team greatly believes in empathetic counselling to deal with the stress and emotions involved. He firmly believes that parenthood can be attended due to medical advancement and with systematic processes, however in case of dealignation to the treatment it should be communicated in a proper manner. Supporting these words, he says, “Medicines can cure but a doctor’s empathetic words can give strength to fight from within.” Housed in a seven storied building in Nandavan, sector 11, VHFRC has established itself as one of the best multispecialty hospitals of Jodhpur. Equipped with a wide range of latest diagnostic and therapeutic equipment with state of art facilities, the hospital offers all necessary treatments under one roof. Besides infertility management, it has specialized departments for gynaecology and obstetrics, paediatrics and neonatology, joint replacement, surgeries and general medicine. Armed with an efficient healthcare team and an equally supportive administration team, Dr Makwana believes in providing world class medical treatments at an affordable price.





A happy moment

He says, "It is very important for a medical practitioner to aim for academic excellence and work for humanity." Born and brought up in the beautiful city of Jodhpur, Dr Makwana walks down the memory lane and tells about his carefree childhood days, his active participation in political clubs both at school and college level, his father's sprawling business of AC and refrigerators that had a huge staff of almost 60 people and how he was destined to manage the new showroom that his father had setup for him, but life surely had other plans. After finishing school, he joined his father's business but his inclination towards academics urged him to appear for medical examination and right in the first attempt he cleared it with flying colours and joined the prestigious S.N. Medical College. While pursuing his Masters in Surgery (MS), he garnered much interest in the evolving IVF technology and developed a clear goal of establishing an IVF center in Jodhpur and help childless couples.

Hailing from the city of Rajasthan where male dominance was much prevalent and bearing progeny was regarded as a part and parcel of stable marriage, infertility often lead to marital conflicts or situations where machismos caused women to blame themselves for infertility to protect their egos. Touched by such instances Dr Makwana had firmly decided, come what may he would establish an IVF center.



A view of the seven-storey Vasundhara Hospital





The state-of-the-art OT



A view of the seven-storey Vasundhara Hospital

Though many of his acquaintances had other opinion on his mission but his wife greatly supported his decision. After getting trained under renowned IVF specialist Dr M.L. Swarnkar, he set up his maiden infertility centre in Jodhpur, proceeded by one in Ludhiana (discontinued now) and other in Jaipur. A firm believer of listening to his inner voice and progressing accordingly, the criticisms and belief of other practitioners could not deter his confidence. He believes in the saying, “Listen to everyone but do what your heart says,” and greatly abides by it. His untiring efforts declared him a winner and gave the perfect moment of ecstasy to the VHFRC family in Aug 1997, when the first IVF baby was delivered in the premises.

Soon he began to be recognized for his works and along with a long list of invitations for guest lectures and seminars, his list of satisfied patients grew in leaps and bounds and the hospital became a boon for thousands of childless couples. Persisting with his philosophy of patient centric approach, ethical medical practices and research oriented growth, the Makwana couple extends their philanthropic services under Vasundhara Medical Foundation in association with the ROKO Cancer Charitable Trust and provide medical services for early detection of cancer especially in the rural areas.

“Through free detection camps, screening and free surgery we have given a new hope of life to more than 3000 patients,” he says. Besides this their active social involvement in organizing awareness programs, health checkup camps and interactive workshops for various ailments not only educates people but helps them deal with it. Greatly loved by his patients, staff members and colleagues alike, Dr Makwana loves to spend his free time with his family. His daughter Khushi is studying law from Pune while his son Dr Prateek has recently completed his medical degree and is all ready to get into his father’s shoes and serve the society like his parents.

## OUR VISION

सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामया :

**A compassionate healthcare for Enriching lives with Consistent qualitative services.**

## OUR MISSION

**Restore Health! Providing healing touch by caring, compassionate, committed and competent team. With the aid of state-of-art leading edge facilities for ensuring effective delivery at affordable and sustainable cost for the collective community welfare.**



# Engineered for Perfection

**ABHIMANYU SHARMA**

Abulo Technologies, Faridabad

“To achieve maximum output, the operations of a manufacturing unit should work as smoothly as a ballet dance”



“Your mentors in life should change as your modus operandi changes.”



Model of an e-bike



Abhimanyu in his office

Abhimanyu Sharma, a graduate in industrial technology from University of Arizona, USA made up his mind to come to India and contribute to country's development after being much inspired by Prime Minister Narendra Modi's Make In India initiative. Sharma, who hails from a family of engineers had great inclination towards engineering innovations and loved taking challenges since childhood. As a young boy, he used to spend endless hours opening up his own toys, alternating their components, customising them with additional features and transforming them to versions of perfect DIY envy.

After critically analysing the Indian market, Sharma realised that it lacked high performance electric vehicles and hence to provide the thrill of riding at a reasonable cost, he decided to venture into hi tech environment friendly motorcycles. His brainchild Abulo Technologies is multi-faceted solution provider for industrial automation and machinery. With immense experience in the bottling industry and designing and developing packaging and labelling solutions, Sharma wanted to do something innovative and hence came up with the venture. In the first phase he started with medium range low performance 2-wheelers while the high performance 2-wheelers were kept for phase two. While creating prototypes for phase 1 vehicles he partnered with various counterparts to purchase components as well as CBUs (completely built units) for streamlining the production & also continuing his work on phase-2 prototypes. Being a technical guy, he is meticulous about the tiniest details and yet again credits this inherited quality to his father and the endless hours that he used to spend with him. Over the years, Sharma has picked up the art of innovation from several sources and strongly believes in having more mentors. He says “Your mentors in life should change as your modus operandi changes.”





A graphical image of the model

Sharma finds inspiration from his father, DP Sharma, an engineer who with sheer dedication and immense experience in the bottling industry set up his own machinery making unit in 1999 by the name of Hiemens Bottling Machines. Since college days, young Sharma wanted to follow his father's footsteps, thus right from working over his own R&D facility in Faridabad, to streamlining all the the systems for smooth operations, he has significantly remained involved at each step.

He says, "To achieve maximum output, the operations of a manufacturing unit should work as smoothly as a ballet dance". Describing about his phase one production that encompasses low yield models to cater urban commute, he defines how these capped at 40-50 kmph, can be customised to modulate with a trade-off speed as per the customer requirement. Armed with 1000W BLDC (brushless DC electric) motors that propel the vehicle to provide a balance torque to speed ratio, these also have standard high strength frames called double cradle frames for creating a sports worthy control and also for balancing the motorcycle. The company uses several OEM units and design parameters not only to create aesthetics but also to shrink the cost and time towards R&D, manufacturing and procurement.



View of the manufacturing unit





Abhimanyu with his father DP Sharma

During phase 1 the company partnered with numerous entities to procure custom built aesthetics, parts & CBUs to give a wider range of vehicle choices. The phase 2 prototypes which the company is aggressively working on, entails high performance trellis-frame based motorcycles, which have been further categorized into two categories. The first one is a 3KW motor driven motorcycle with capability to reach upto 88 kmph and the second one that's even faster, has range varying between 70-80kms with a 10KW motor enabling speed of up to 120 kmph. The light aluminium frames & carbon fibre aesthetics ensure promising looks too. Sharma believes that besides having a good product, it is extremely important to promote it wisely and hence believes in organising promotional events while simultaneously focusing on increasing its production capabilities and creating a market value for the brand. He says, "You have to be prominently present to meet the demand of the market." The company also plans to design and manufacture its own solar-based charging units for two wheelers which shall be placed at key locations where motorcycle parking is highest. Besides industries and engineering, his family is equally fond of sports and has a pitch length driveway for cricket, a rooftop badminton court and defined areas for billiards, boxing and archery at home. With a super caring mother, highly supportive father and an encouraging brother the Sharmas are truly engineered for perfection.

**"You have to be prominently present to meet the demand of the market."**

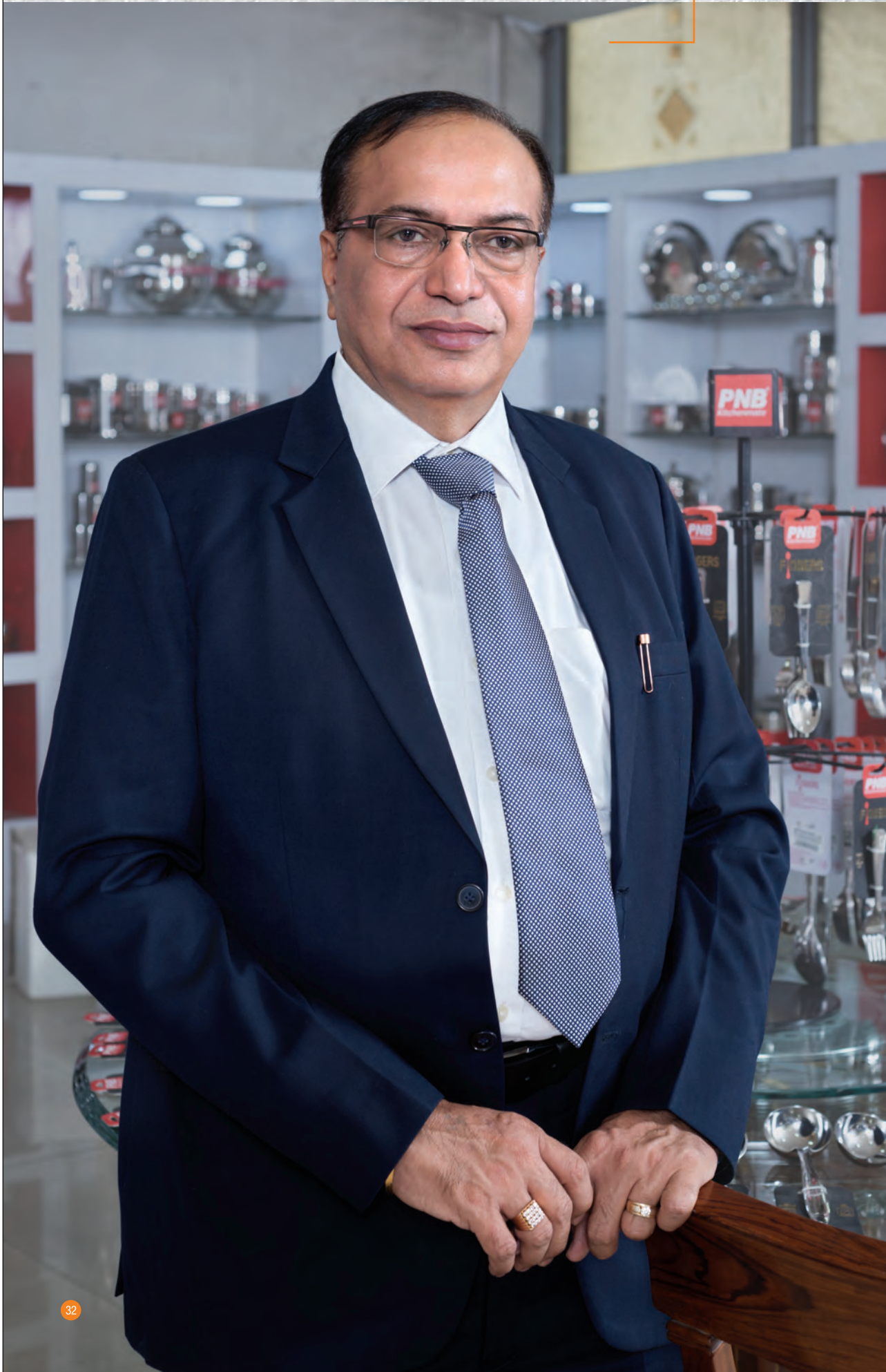


# ENTERPRISE BUILT OF STEEL

## RAKESH BAJAJ

Managing Director, PNB Kitchenmate- HSIIDC , Sonipat

“Honesty, trust and quality are important pillars of business, without these, you cannot grow”





“Innovation is the key  
to progress”



Worker in a production unit



Rajeev, Rakesh and Rajesh with their sons

Nobody can understand the agony of Indo- Pak partition more than the families who were forced to leave home and move to unexplored territories of new India. One such family was that of Late Shri Pran Nath Bajaj who was forced to leave his home in Sargodha, move to India and set up a small business of utensil trading in the noisy streets of LalKuan in 1956. Few years later he was assisted by his eldest son Rakesh Bajaj who strived day and night to take his business to new heights. Armed with years of experience, dedication and cooperation of his younger brothers Rajesh and Rajeev, the trio set the foundation of Shree Shakti Enterprises Pvt Ltd in 1997 and started manufacturing stainless steel kitchen wares under the brand name PNB Kitchenmate from their factory in Wazirpur which shifted to HSIIDC Kundli , Sonipat in 2007.

Right from their childhood days, senior Bajaj had ingrained the lessons of integrity and honesty both in his family and business and hence the brand PNB Kitchenmate (that uses his initials as name) over the years has followed the same principles to establish itself as a household name. The company entered the stainless steel kitchenware business as a bulk trader, but soon realised that manufacturing was the key if they wanted to offer quality products to its customers. Bajaj aptly says, “Honesty, trust and quality are important pillars of business, without these, you cannot grow.” Spread in almost a covered area of 85,000 square feet, the state of art manufacturing facility manufactures more than 800 products under nine main categories -cookwares, pressure cookers, thermos, thermocraft, vacuum sippers, serve wares, kitchen utilities, LPG gas stoves, pressure cooker spare parts and H2O plus using prime quality raw material from Jindals. Over the years the company has mastered the art of pressure cookers and is one of the leading manufacturers of stainless steel, anodized and aluminium cookers. The production unit is well equipped with the most modern machinery and a team of certified professionals who strive hard to provide the best value for money.





Cookwares being assembled

Rakesh Bajaj greatly believes in innovation and proudly narrates how his products of brand PNB Kitchenmate were the pioneers to introduce the concept of gifting range. Their innovative product a stainless steel Puja thaal set was a super hit in the market. Bajaj says, "Innovation is the key to progress". Keeping this belief in mind, the company launched its yet another product stainless steel insulated and non-insulated water tanks and vessels to fight the hazards of plastic water tanks and preserve the purity of water under the brand name of H<sub>2</sub>O plus. Available in 13 varied capacities ranging from 100 litres to 10,000 litres the product is much in demand. With their celebrity brand ambassador Shweta Tiwari, the brand is greatly recognized in the domestic market.

The 22-year-old company believes in maintaining strict quality control and has never had any complaints regarding product quality from their happy distributors spread all over Northern India and parts of Europe and Middle East too.



The brothers engaged in a discussion





Rahul, Atul and Akash reviewing a product

PNB products are available in reputed chains like Walmart, Metro, Cash and Carry, Spencers and HomeShop 18 and have won multiple industry appreciations including the 'Walmart Best Supplier Award'.

With an annual turnover of 115 crore the company is expanding in a great way and looks forward to spreading to the entire domestic market in the coming years.

The second generation of Bajajs- Rahul, Akash and Atul have been actively involved in the business since last few years and strive to take the company to greater heights. Moving in their family's footsteps the young trio greatly believes in customer satisfaction and says unanimously, "A satisfied customer is the best business strategy."

Bajaj is very proud of his closely bonded family and humbly gives the credit of company's success to his younger brothers- Rajeev & Rajesh who look after production and marketing respectively. His dedication towards work, patience and empathy towards others makes him a role model both to family and staff. A movie aficionado, he loves to spend his Saturdays watching movies with his wife Kiran and eagerly looks forward to family outings too for he believes that the love of a family is life's greatest blessing.

**"A satisfied customer is the best business strategy"**



# With a passion for Ayurveda

**DR ASHIM KUMAR BISWAS**

CMD, Dr. Biswas Good Health Pvt. Ltd.

“A formulation is not just a medical composition but it’s an effort of several years.”



“Employment not only contributes to country’s economic growth but also helps in reducing poverty.”



Packaging of medicines in progress



Inside view of one of the units

The roots of Ayurveda and its age old practices are deeply embedded in our culture. Though the advent of modern medicine had overshadowed this traditional health system for a few decades but with the turn of century and the widespread revival of belief that health and wellness is an amalgamation of a healthy body and a healthy mind, the ancient practice rose like a phoenix from its ashes and soon gained immense popularity worldwide. Born in the city of Kolkata to a farmer family, Dr Biswas had dreams for a better life since childhood. After completing bachelor’s degree in Ayurvedic medicine, he started with a tiny clinic in his hometown but destiny brought him to Delhi and from here started his story of hard work and success.

With a dream to serve the society and establish people’s belief on the alternative system of medicine, he set up a small clinic in the densely populated Khoda village in Noida in 2006. Armed with an expertise in formulation and diagnosis, he soon made his mark. Patients from far and wide who had lost hope of recovery started flocking his clinic, often making him work much beyond the working hours. Growing up amidst financial crisis and restricted means of livelihood, Dr Biswas’ tryst with the agony of limited medical attention was something that had motivated him to choose this profession and hence during his days at the clinic he made sure that all his patients, irrelevant of which strata of society they belonged to, should get best possible treatment. He says, “Being a doctor is not a profession, it is a passion.” During these years he developed a powerful concoction that could cure multiple diseases like weakness, anemia, liver and digestive disorders and decided to produce it commercially. He invested in a small hand operated capsule filling machine and started manufacturing his maiden product Good Health. With the immense success of the product and equally good revenues, he set up his first factory in Eco Tech -3, Greater Noida and started mass production. Dr Biswas says, “A formulation is not just a medical composition but an effort of several years.”





The factory exterior

Focused on treating the root cause and internal cleaning of the body, he started developing formulations for other ailments too. With the experience he had garnered setting up the first unit, he decided to flag off another unit in Kolkata. Managing production, distribution and sales was surely not easy but his immense dedication made things work and soon he set up his second unit in Barrackpore, followed by another in Chakdaha. With a vision to serve the society and generate employment, he came up with an enormous manufacturing unit in Majhi Ghram that soon became a source of livelihood for more than 200 impoverished villagers. Biswas proudly says, "Employment not only contributes to country's economic growth but also helps in reducing poverty." With a total staff strength of 450 and an annual turnover of 100 crores, the four manufacturing units of Dr. Biswas Good Health Pvt. Ltd. are equipped with modern equipment and maintain highest standards of quality for creating effective therapeutic medicines and formulas in form of tablets, capsules, syrup and churnas (powders).



Dr Biswas with his staff





A worker attending to packing procedure

Since its inception, the company has given much emphasis to natural ingredients and quality herbs and has developed more than 70 pharmaceutical products for various ailments. Their popular product Good Health- capsules and syrup for general well being generates more than 70% of revenue for the company while Body Grow hails as a perfect Ayurvedic replacement for whey protein. Under the rapidly growing skincare and toiletries section, the company manufactures herbal shampoos, hair oil, face wash and is progressing towards launching toothpaste soon. With a strong network of 180 distributors and dealers spread in Delhi, U.P., Rajasthan, Haryana, Punjab, Uttarakhand, West Bengal and Kerala, the company is all ready to setup their fifth manufacturing unit in Bangladesh.

Dr Biswas believes much in giving back to the society and hence is actively working for setting up a water plant in Kolkata. He owes his success to his mother, who not only motivated him to study hard during his childhood days but also instilled the value of community service on him. Along with his better half, Pinky Biswas who remained as his pillar of strength throughout the tough days, he looks forward to establish his company on the world map someday.

“Being a doctor is not a profession, it is a passion.”



# Providing the best solution to wood coatings

**DR H.B.S. LAMBA,** Chairman  
**H. KANWAR LAMBA,** M.D.

Wembley Paints & Chemicals

“ The greatest gift one can give to the next generation is not money but good education”.



“Dedication, hard work and honesty go a long way in business.”



Paint production in progress



H.B.S. Lamba and H. Kanwar Lamba with Mandeep

When the Lamba family moved from Lyallpur (now Faisalabad, Pakistan) to Delhi during the Indo Pak partition turmoil, all they could pack were just hopes of having a good life in their new home called India. Their incredible courage and new beginnings to start everything from scratch gave birth to a small general merchandise shop in C.P paving way for Wembley Laboratories in 1957 which developed the famous adhesive brand Quickfix and established the company in the Indian market .To this day the impactful tag line of the brand “Joins everything except broken hearts” is fondly remembered and recognized even years after its inception. In 1961 late M.S. Lamba set up Wembley Paints and Chemicals with an objective to add a new meaning to the definition of colors in the common man’s life and with his immense dedication and hard work took the company to new heights.

A firm believer on the power of learning and education, he made sure that his sons should get the best education before joining business. While his elder son Dr HBS Lamba pursued a degree in homeopathic medicine from Madras, the younger H Kanwar Lamba studied law. Torchbearer of their father’s belief they unanimously say, “ The greatest gift one can give to the next generation is not money but good education”. After the sudden demise of their father, the brothers took to business in 1993 and like true leaders strived day and night to establish their brand Wembley, which over the years has become synonymous to wood coatings. After commencing its operations for several years from their maiden unit in Tulsi Nagar in Delhi, the company expanded to a humongous area of 50000 sq feet and multiply operates from four manufacturing units spread across Delhi and Bahadurgarh. Growing with resolve and commitment through these years, the company stands at a leading position in the wood coating segment in the entire Northern India, registering a commendable 25% growth pattern annually for the last few years. The bold initiatives and aggressive marketing strategies adopted by the current management have played a very significant role in its tremendous growth rate, scaling new vistas of success and adding more happy customers to its ever-rising consumer base in India and abroad.





Mandeep in action mode

Today the company stands tall with a turnover of 100 crores and an impressive production capacity of 75 tonnes per day making its formidable presence in the rapidly growing Indian furniture industry. With a wide range of coatings viz decorative, automotive, industrial, a defence equipment, wood and runway coating, Wembley has hailed one of the most recognized brands of north that has a backing of an ISO 9001:2000 certified manufacturing facility to deliver top quality finished products. Dr Lamba says, "Dedication, hard work and honesty goes a long way in business" hence with much emphasis on quality the company is fully committed towards delivering products and services that not only meet the expectations of the customers but also maintains a winning edge by coping with world standards and using one of the best raw materials. A true spirit of a leader lies in constant innovation and not resting on one's laurels, heading with this belief the company has technically collaborated with a renowned Italian company for exclusive wall coatings and is greatly focusing on production and exports.



Filling procedure in progress





The Lamba brothers with the range of products

Mandeep Singh Lamba, the third generation of Lambas an MBA from Cardiff University joined the business in 2007 and is all set to scale Wembley to the next level. With stronger emphasis on R&D programs, he has plans to further increase its product offerings and expand its reach to more regions of India as well as countries located in Asia and other parts of the world.

Inspite of winning several accolades and recognitions like the Golden Peacock Award, Rajeev Gandhi Shioromani Award, Rashtriya Udyog Samman Puruskar and several more, the Lamba brothers are perfectly grounded. Dr Lamba, fondly called the Bishm Pitamah of the paint industry has been recipient of prestigious National award -2015 and was nominated for the Padmashree in 2019.

Besides sharing their hobby of reading, the brothers equally share their passion for spiritualism and Guru Granth Sahib. With immense dedication towards Wahe Guru, they aptly say, "Spiritualism gives patience to understand the people around and solve their problems with ease without hurting sentiments of others." While Dr Lamba spends his leisure time around spiritual books, his younger brother loves to read newspaper to stay updated with things around. With a great love for travelling the brothers along with their families have explored several countries around the world and find New Zealand, Switzerland and England worth visiting many a times.

**"Spiritualism gives patience to understand the people around and solve their problems with ease without hurting sentiments of others."**



# Adding that dash of colour

## YASH DEV BHARDWAJ

Proprietor , Ajanta Food Products Company- New Delhi

“Technological advancements lead to evolution of better products with improved quality and longer shelf life.”



“ To do things on time is the biggest attribute for success.”



Yash and Ankit giving instructions to staff



Packaging in progress

The history of food colours, flavorings and baking powder in the ever-growing Indian market is surely a long and colourful one. In recent decades there has been a mounting liking towards food grade colours not only to enhance food & appearance but also to justify the common phrase, we eat with our eyes first.

Late Shri Yag Dev Bhardwaj established AJANTA Food Products Company in 1949 with a vision to manufacture best quality food colours. While pursuing an academic course in dyeing fabrics, he realized how consumers are using highly toxic fabric pigments to make their foods colourful and inviting. Deeply moved by consumer unawareness and unavailability of food grade colours, he decided to set up his own production unit of edible food colours and become a trailblazer of the food colour industry in India.

With a magnificent presence of more than seven decades, the company that started with a single manufacturing unit in Old Delhi has grown tremendously under the aegis of the second generation of Bhardwaj brothers-Shri S.D. Bhardwaj, Shri Kapil Dev Bhardwaj, Shri K.D. Sharma and Shri Yash Dev Bhardwaj who unanimously believe in the power of compassion, hard work and quality.

Shri Yash Dev Bhardwaj, the youngest of the Bhardwaj brothers, who manages the production facility in various units of AJANTA Food Products Company situated in industrial estates of Haryana and Himachal Pradesh, greatly believes in efficiently managing time and setting benchmarks for the company. He states “To do things on time is the biggest attribute for success.” Cushioned by magnificent performance under his leadership, the group has manifested appreciable improvisations on methods and technologies for producing quality products and providing customized colour solutions to food, beverage etc across the globe. Their wide range of blended colours has set an epitome of quality products.

Equipped with ultra modern laboratories, state of art manufacturing facilities in Haryana & Himachal Pradesh, a head office in New Delhi and a team of skilled technicians who thrive to meet quality control, the company has been able to meet global standards and export their products to nations across five continents.





Inside view of one of the units

standards and export their products to nations across five continents. Product certification from FSSAI, ISI Mark, ISO 22000, HALAL, GMP and BIS has entitled the company to get an acceptance from the high quality international markets.

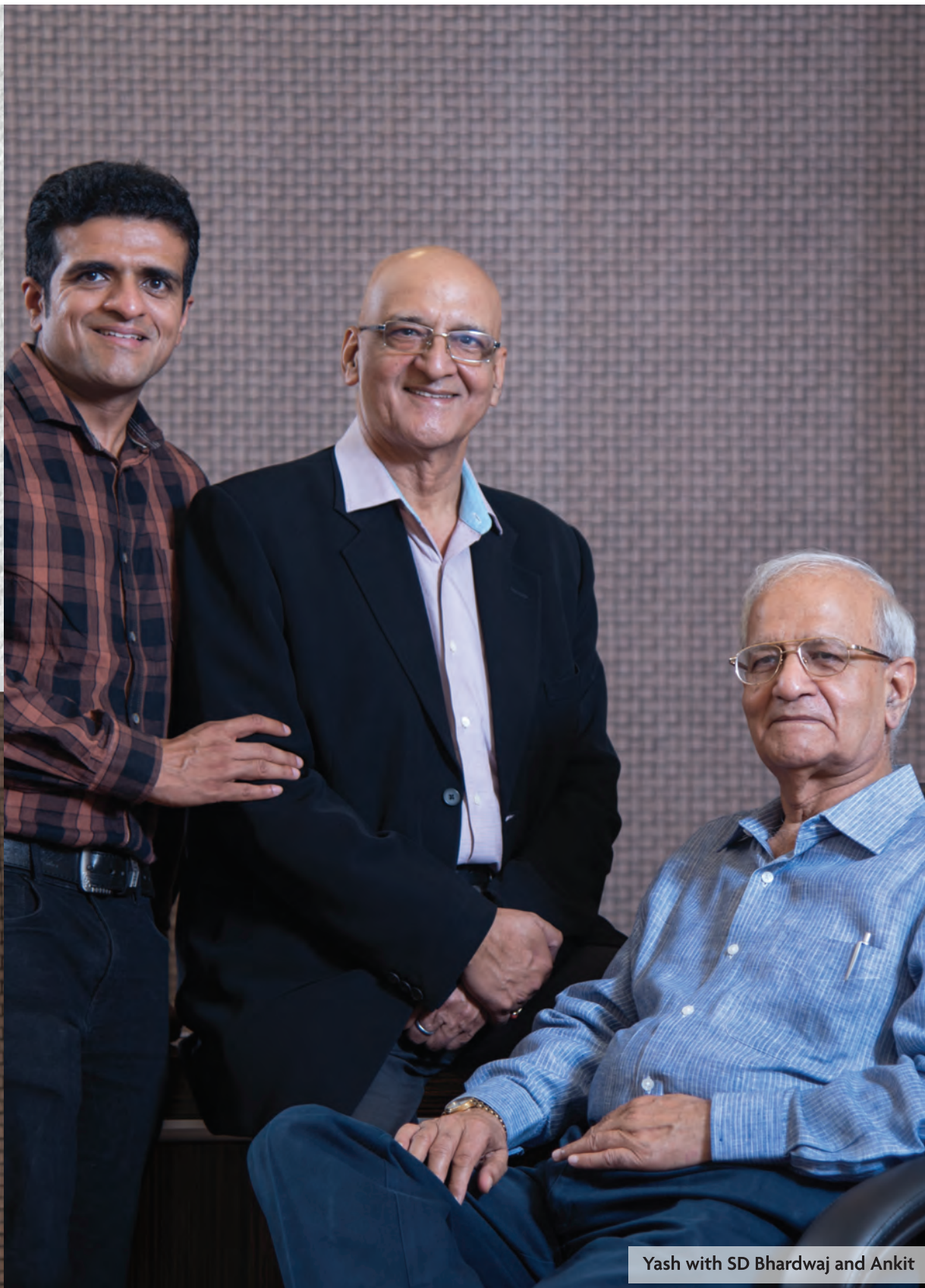
Their spotlessly clean manufacturing unit deeply supports their vision to provide hygienic, high quality products and thrive in the industry both morally and ethically. Along with timely check ups of all the machinery and equipment, the management never misses an opportunity for technological and mechanical upgradation too. From time to time knowledge-based workshops are organized to keep the staff updated with various new techniques and skills. Shri Yash Dev Bhardwaj says “Technological advancements lead to evolution of better products with improved quality and long shelf life.”

Besides food colours, AJANTA Food Products Company manufactures baking powder, flavors, baking soda, cornflour and drinking chocolate too. Right from procuring raw material to shipment of finished products, they follow a rigid quality management.



Yash Dev Bhardwaj with his team





Yash with SD Bhardwaj and Ankit

Over the years AJANTA baking powder has evolved as the foremost choice amongst the bakery industry and home baking enthusiasts because of its quality to achieve more tolerant, stable, elastic and less sticky dough which is easier and faster to handle and results in baked goods of better volume, appearance and texture.

With a turnover of seven hundred million (approx.), assurance of product quality and a wide distributor and dealer network Pan India, the company has reached the pinnacle of success in the market of food additives.

An immense believer in almighty, strong family values and an unspoken pact of social responsibility Shri Yash Dev Bhardwaj aptly says “We take a lot from society hence it is our duty to give it back”.

After handing over the business baton to his son Ankit Bhardwaj, Shri Yash Dev Bhardwaj makes sure to take out some quality time for his hobby of listening to and singing old melodies.

“We take a lot from society hence it is our duty to give it back”.





# Setting new benchmarks

## SUBHASH JINDAL

Founder & MD, Prima Cables – Badli Industrial Area,  
New Delhi

“The three  
essentials to  
achieve anything  
worthwhile are  
hard work,  
consistency and  
faith in God”



“Do things what you like, your passion will make you happy”



Women at work in the factory



Subhash Jindal with Manish, Ashu and staff

A rock strong positive attitude, a determination to move forward and an ability to have immense faith in oneself were some qualities that helped Subhash Jindal lay the foundation of Prima Cables (under the parent company, Paras Polycab Pvt. Ltd.) almost a decade and half back. Jindal who started right from scratch is surely another inspiring story of success. His company Prima Cables is a leading manufacturer, exporter and supplier of a wide range of industrial safety devices, welding machines, welding equipment, gas regulators, blowpipes, safety shoes, safety belts, harness, helmets and other safety products. Armed with ISO, IS and OHSAS 18001 certification the company proudly manufactures more than 250 products under its portfolio.

Along with an in-house research and development team that conceives and nurtures new ideas and an efficient sales and marketing team, the company has a strong dealer network spread all over the country. Jindal recounts how during his early business days, when certification of industrial products was at a very nascent stage and mark of quality was just mutual trust and word of mouth, he acknowledged the idea of certification and became one of the pioneers to get his products certified and branded, setting a benchmark within the industry. Eminent companies like Indian Railways, ONGC, Patanjali, Mahindra & Mahindra, Shapoorji Pallonji, Bhushan Power and L&T have been his satisfied clients since long. An ardent believer in power of dedication and consistency, Jindal admits that, “The three essentials to achieve anything worthwhile are hard work, consistency and faith in God”. He states that work is not always easy, sometimes it can be downright difficult and so happened with him when he had set up his first manufacturing unit at Wazirpur in 1992, within a few days his business partner parted ways leaving him all alone, making it a do or die situation. With a small team, limited resources and the power of positive thinking, Jindal set things moving. Eventually hard work and luck made way for best times ahead when he shifted his manufacturing facility and residence both to a new location in 2004 and within three years the business boomed high.





The Jindal trio

From a small team of 20 people in 2004, Prima has grown to a workforce strength of 300 and is all focused to reach the target of Rs 100 crore within a couple of years. Company's strong manufacturing infrastructure backed with Jindal's experience and mission to produce and develop quality products at a competitive price is what motivates him to be on time at his office each day. He says, "Vision without action is merely daydreaming".

He enthusiastically shares his long journey without forgetting the hardships he faced as a kid, who in order to learn and gain knowledge joined an adult literacy school, worked hard and even bagged a scholarship.

Besides business Jindal is equally passionate about his hobby and plans to shape it up creatively. A real movie buff since childhood, he shares how once he along with his friend quietly sneaked out to watch a show of then blockbuster 'Haathi mere saathi' and since then dreamed of direction too.



Work in progress





Subhash and Ashu strike a pose

He gave shape to his imagination in the form of a Haryanavi movie in 1984, but unfortunately the movie could not do well and he shifted his focus towards business and postponed his second tryst with movie making for later years. After almost three and a half decades and a sound financial backing, he is all set to direct a Bhojpuri film. He says, “Do things what you like, your passion will make you happy.”

The family run enterprise has equally competent directors -Manish Jindal and Ashu Jindal who have inherited the qualities of a successful businessman from their father. Armed with similar traits this generation next gives equal importance to hard work and positive thinking and considers their father as their role model and mentor. Connected well to their roots, the trio have great belief in social service and strive to give back to the society. The Jindals plan to start a 365 day free meal service van for the needy, for they believe that there is no bigger joy than serving others.

“Vision without action is merely daydreaming”.



# Moving higher efficiently

**MOHAN YADAV**

Founder Director, SEPL India Ltd. Bhiwadi

“Growth is never  
by chance, it is  
the result of  
people working  
together.”



“Excellence is not just a goal, make it your standard too.”



The front facade of SEPL factory at Bhiwadi



Display of elevators and escalators

The Indian elevator market is growing at a fast pace due to the robust development in the construction industry. Emergence of several commercial and residential infrastructures and hi-tech smart cities has not only drastically multiplied the elevator industry but has also paved way for the growth of several Indian companies and SEPL India Limited is one of them. Born in the tiny city of Buxar in Bihar to an agriculture oriented family, Mohan Yadav's insatiable appetite for taking the unconventional path and proving his worth brought him to Delhi in mid eighties. While pursuing his higher studies he joined the elevator giant Otis in 1988 and started learning the intricacies of the evolving industry.

Owing to his quick grasping ability and a sharp mind, within a short span of four years he became well versed in the industry know hows and decided to float his own venture, and thus began his momentous journey as an entrepreneur in 1992.

He started his own company under the name of Supreme Elevators and set up a small office in Bhikaji Cama Place, New Delhi. During its initial days the company specialized in installing new elevators and maintaining the ones already in use. Yadav remembers how he and his team used to work for endless hours and put in their best efforts despite the various challenges. He greatly believes in teamwork and credits the company's success to his dedicated employees and channel partners who have given the brand a dominating position in the market, he aptly says "Growth is never by chance, it is the result of people working together." The efficient services and a long list of satisfied clients served as perfect morale booster and the company headed for vertical growth. In 2005 Yadav set up a manufacturing facility in RIICO Industrial Area in Bhiwadi and since then there has been no looking back. The in house manufacturing unit is well equipped with the latest machinery and designs the elevators in accordance to BIS: 14665 Part -1 and European standards.





Busy in a discussion

With a specialization in manufacturing environment friendly, low maintenance and energy efficient elevators, the technology driven company has emerged as one of the most sought after name in the elevator industry. Abiding with the company belief - Yadav aptly says, "Excellence is not just a goal, make it your standard too." Taking a walk down the memory lane, Yadav tells about his father's business in the later years as a tube well contractor and his immense efforts and dedication towards work that nurtured the business instinct in him. Leaving his hometown was not an easy decision but the urge to grow brought him to Delhi. Struggling to make his mark and toiling each day, sometimes even up to eighteen hours and challenging him each moment to be better than day before surely gave results in the long .The company that started in a small space with just 4-5 employees has strength of almost 250 now. Besides world-class quality and elegant looks; safety, prompt service and customer satisfaction are key features that support growth in this industry and over the years SEPL India has mastered all. With an experience of manufacturing and installing more than twelve thousand elevators and a staggering 99.8% customer satisfaction, the company greatly abides by its vision of safety and reliability.



A factory shot





Mohan with daughter Neeta

The first elevator installed during the early days of SEPL at a residence in Yusuf Sarai still in a perfect running condition, plays testimony not only to their value for money motto but also to their quality and services. Yadav says, “Quality is the best business plan” and strictly abides by it. SEPL India takes pride in manufacturing, customizing and installing elevators using the best quality Jindal Stainless Steel, certified auto sensors, Usha Martin Lifelines (ropes) and high quality imported machines for private residences, apartments, hospitals and industries. With more than 70% of components manufactured in-house and a wide network of sales and service centers pan India, SEPL is first choice of leading builders and architects too. Their esteemed list of clients includes Sanskar Homes, Metro Buildtech, Unique Hospital, Sashakti hospital, Jagruti Hospital, Rama Apartment Dwarka. Besides manufacturing home and hospital elevators it also masters in ergonomically designed freight and capsule elevators, indoor chair lifts and escalators.

From time to time the company runs awareness programs in schools, colleges and rural areas to make people aware of safe elevator usage. As a part of his future plans, Yadav looks forward to establishing job oriented training centers to train the youth for the industry. SEPL has devised several employer friendly schemes owing to which the company has an extremely low attrition rate. Deeply attached to his family, Yadav finds a great support in his wife who has been his pillar of strength through all thick and thin and makes sure to share the morning and evening tea with her even during the busiest days. Eldest of his three kids, his daughter Neeta Yadav has recently joined the business and strives to take it further with similar passion.

“Quality is the best  
business plan”



# All about a focused vision

## VIPIN JAIN

Director, KMB Papers Pvt. Ltd. Ghaziabad

“Quality products, skillful management and customer satisfaction are three essentials of business”





“Growth stops if you stop experimenting”



Vipin talking to his staff



Production of Sublimation paper in progress

The paper and printing industry has grown manifold in the past two decades and continues to be a bulwark for the economy. As a result, the requirement of raw materials for innovative printing solutions on varied types of mediums has also increased significantly. In early 1970s when Vipin Jain's father set up a paper trading business in Chawri Bazaar, little did he imagine that his youngest son will grow up to set his own factory by the turn of millennium. Blessed with an inventive approach and a sporting spirit, Jain recollects his childhood days-his endless hours of swimming at Talkatora stadium, his love for physics and mathematics and his inclination towards technology. After completing his graduation, he started assisting his father and learned the intricacies of the paper industry.

In 2004, he started KMB Papers and set up his factory in Sahibabad Industrial Area with just 10 employees. During the initial years, the company specialized in making coloured file board used in high quality file covers. His first innovation not only served as a turning point in his career but also motivated him for further developments. With an expertise in understanding machineries and papers, he tried to overcome the shortage of metallic handmade papers by manufacturing similar versions on an automatic paper coating. Jain believes in self motivation and paving his own ways via dedication and consistency. He says, “Quality products, skillful management and customer satisfaction are three essentials of business”. He proudly mentions that most of the machines that are used in his factory have been assembled in house after extensive research and customizations. With a graceful ease, Jain explains how paper reels are sourced, coated, cut into required sizes, packed and sent out of factory. KMB specializes in the manufacturing of sublimation paper, a special coated paper that is used for transferring images on various mediums like textiles, ceramics etc. The printing process starts by printing reverse or mirror image on sublimation transfer paper and then subjecting it to heat and pressure, this converts the ink to a gaseous state and transfers the image from the paper to the medium.





Equipment inside the factory

Jain has a keen interest in keeping him updated on the latest technological developments of paper industry. He believes that experimentation and learning go hand in hand and hence, "Growth stops if you stop experimenting". He and his R&D team are currently working on environment friendly, heat sealable and water proof paper and plan to launch it soon. He believes that it is very necessary to take steps to safeguard the environment and hence the greener versions of traditional papers will be a great move for the entire paper industry.

With a team of 60 talented people, the company is growing rapidly per year with new innovation being delivered to the market. Jain, an ardent believer of the saying -charity begins at home, has sponsored education expenses for several needy students. He proudly mentions that one of the kids who started with his aid in standard 4th is now pursuing MBA.



Vipin with his core team





Worker checking the operations

Jain is all praise for his staff, who, he says, besides being among the best in the industry, have always stood by him, giving him all the support through thick and thin. As a result, today he proudly stands by them whenever needed. In his climb to the top, Jain truly knows how to remain balanced. He is able to find the root cause of any problem and work on it, for he believes that, “Business is a combination of hard work and focused vision.”

He starts his day with fifteen minutes of meditation and believes it as one easy solution to combat the effects of daily stress and enhance the senses. A passionate swimmer and an aquaphile, he truly loves being in water and accompanies his kids for swimming whenever time permits. Chandni Chowk, the place where he spent his early years is still very near to his heart, the foodie in him often finds an excuse to take a trip to the culinary heaven, gorge on the timeless delicacies and revive his childhood.

“Business is a combination of hard work and focused vision.”



# All about a focused vision

## VIPIN JAIN

Director, KMB Papers Pvt. Ltd. Ghaziabad

“Quality products, skillful management and customer satisfaction are three essentials of business”





“Growth stops if you stop experimenting”



Vipin talking to his staff



Production of Sublimation paper in progress

The paper and printing industry has grown manifold in the past two decades and continues to be a bulwark for the economy. As a result, the requirement of raw materials for innovative printing solutions on varied types of mediums has also increased significantly. In early 1970s when Vipin Jain's father set up a paper trading business in Chawri Bazaar, little did he imagine that his youngest son will grow up to set his own factory by the turn of millennium. Blessed with an inventive approach and a sporting spirit, Jain recollects his childhood days-his endless hours of swimming at Talkatora stadium, his love for physics and mathematics and his inclination towards technology. After completing his graduation, he started assisting his father and learned the intricacies of the paper industry.

In 2004, he started KMB Papers and set up his factory in Sahibabad Industrial Area with just 10 employees. During the initial years, the company specialized in making coloured file board used in high quality file covers. His first innovation not only served as a turning point in his career but also motivated him for further developments. With an expertise in understanding machineries and papers, he tried to overcome the shortage of metallic handmade papers by manufacturing similar versions on an automatic paper coating. Jain believes in self motivation and paving his own ways via dedication and consistency. He says, “Quality products, skillful management and customer satisfaction are three essentials of business”. He proudly mentions that most of the machines that are used in his factory have been assembled in house after extensive research and customizations. With a graceful ease, Jain explains how paper reels are sourced, coated, cut into required sizes, packed and sent out of factory. KMB specializes in the manufacturing of sublimation paper, a special coated paper that is used for transferring images on various mediums like textiles, ceramics etc. The printing process starts by printing reverse or mirror image on sublimation transfer paper and then subjecting it to heat and pressure, this converts the ink to a gaseous state and transfers the image from the paper to the medium.





Equipment inside the factory

Jain has a keen interest in keeping him updated on the latest technological developments of paper industry. He believes that experimentation and learning go hand in hand and hence, "Growth stops if you stop experimenting". He and his R&D team are currently working on environment friendly, heat sealable and water proof paper and plan to launch it soon. He believes that it is very necessary to take steps to safeguard the environment and hence the greener versions of traditional papers will be a great move for the entire paper industry.

With a team of 60 talented people, the company is growing rapidly per year with new innovation being delivered to the market. Jain, an ardent believer of the saying -charity begins at home, has sponsored education expenses for several needy students. He proudly mentions that one of the kids who started with his aid in standard 4th is now pursuing MBA.



Vipin with his core team





Worker checking the operations

Jain is all praise for his staff, who, he says, besides being among the best in the industry, have always stood by him, giving him all the support through thick and thin. As a result, today he proudly stands by them whenever needed. In his climb to the top, Jain truly knows how to remain balanced. He is able to find the root cause of any problem and work on it, for he believes that, “Business is a combination of hard work and focused vision.”

He starts his day with fifteen minutes of meditation and believes it as one easy solution to combat the effects of daily stress and enhance the senses. A passionate swimmer and an aquaphile, he truly loves being in water and accompanies his kids for swimming whenever time permits. Chandni Chowk, the place where he spent his early years is still very near to his heart, the foodie in him often finds an excuse to take a trip to the culinary heaven, gorge on the timeless delicacies and revive his childhood.

“Business is a combination of hard work  
and focused vision.”



# Backing up on energy

**ANIL TIKOO**

Director, Offcom Systems Pvt Ltd. Noida

“To give real service, you must add something that cannot be measured with money and that is being concerned and sincere”



“Never take shortcuts, be honest and work hard.”



Anil and Tushima giving instructions to staff



Anil taking an overview of solar panels

We Care' - at a glance this catchphrase looks yet another slogan but a close analysis of the brand proves that nothing could have deciphered the customer oriented strategies and services of Offcom Systems Pvt Ltd better than these two powerful words of their tagline.

Offcom Systems Pvt Ltd (OSPL) is a technology solutions company that has an expertise in the area of energy and power management and takes care of power correction and energy backups for all kinds of critical business applications. Started almost two decades back, this brainchild of Anil Tikoo, a technocrat from NIT Srinagar, commenced its operations with an amount of twenty thousand rupees and a staff of 3 that over the period of time has expanded to a big team of 105 and an annual turnover of 50 Crores.

Along with direct operations and extensive network support in Delhi, Mumbai, Noida, J&K, Dehradun, Bhopal, Jaipur, Lucknow and Chandigarh, this ISO 9001:2000 certified company with a satisfied client base of more than 3000 spells immense success.

Tikoo who hails from the paradise of India aka Srinagar worked with Modi Xerox and later ventured into business and became a dealer for HCL in J&K. His business was booming but unfortunately he had to close it down as fate had other plans. The start of insurgency in the valley forced him and his family to unwillingly relocate to Delhi in 1990. With a painful sigh and heavy nostalgia, Tikoo describes the tales of yesteryears, acres of their abandoned estate, ancestral house and difficult times in the unbearable heat of Delhi where the family had to adjust in a hot and dusty apartment and tirelessly work for a better tomorrow. During 1991 – 1998 he worked in various fields like telecom, office automation etc, gained a rich experience of the corporate world and eventually floated his venture in 1999. He set up small office in Kalkaji and started dealing in UPS systems. With a firm belief on his mantra “Never take shortcuts, be honest and work hard,” the company has come a long way.

With immense growth and expansion, OSPL moved to their current office in Noida which is equipped with state of art infrastructure, an in-house technical service center, a designated manufacturing unit for electric peripherals and an advanced quality testing unit to ensure the quality and reliability of the products and services.





A group shot of the team at work

With a focus on clean energy, this sprawling green office space with an area of almost 10,000 sq. feet thrives on sustainable sources of energy. The entire air-conditioned building runs on solar energy, has vacuum glass windows to minimize energy losses and uses a rain water harvesting system too. Tikoo who has an expertise in designing solar power plants, data centres, critical electric infrastructure etc always emphasizes on saving energy and says, “A transition to clean energy is about making an investment in our future.”

Armed with an average growth rate of 20% over the years and esteemed clients like Edelweiss, Sony, Vivo, ITC, BlueDart, Good Year, Amway corporation, Xerox Corporation, Canon India, IFFCO Tokyo, Safe express, Apeejay School etc, the company relies much on its team especially its expert fleet of highly qualified and experienced engineers, R&D, support and maintenance team, who work as the backbone of the organization. Owing to their quality work and prompt customer service, OSPL has hailed as No. 1 partner for VertivEnergy – a global leader in UPS systems and supports in improving the uptime with full range of innovative UPS systems and precision air conditioning solutions to cover the need of IT, data centres, telecom, manufacturing infrastructure from medium enterprises to large corporates.



All assembled in a meeting





The happy family

The company is working on innovative products for power monitoring and energy saving solutions and plans to launch some soon. Besides hailing as preferred choice amongst its clients for doing energy and power analysis for safety and savings, the company has diversified and works closely with its two sister concerns – Rush, that provides countrywide services in power domain and Thea, that specializes in manufacturing solar inverters. Always focused towards efficient services Tikoo says, “To give real service, you must add something that cannot be measured with money, and that is being concerned and sincere.”

With a great concern for nature, Tikoo is all ready to head towards a greener world sharing the responsibility with his better half, Tushima Tikoo, who is also a director in the company. Tikoo who loves to travel and explore new locations with family equally loves to help people in developing skills. Over the years, he has trained people from ground levels achieve new dimensions for he greatly believes as a responsible citizen it is his duty to serve the society by empowering people.

“A transition to clean energy is about making an investment in our future.”



# Intelligent global solutions

**S.L. JAIN**

CEO, Jainsons (India), New Delhi

**“It is very  
important to  
lead a balanced  
life, adjust  
business to  
your life and  
not vice versa.”**



“Competition is an integral part of business, it helps not only in growth but prevents one from being lazy too.”



Holding a discussion on a product



Shanti Lal Jain and Anil Jain with the range of products

When Shanti Lal Jain decided to follow his family tradition and took charge of his parental business of maize trading and tyre distribution, his father urged him to deliver the best possible services and treat his customers like king. Almost 50 years later and a fathom deep industry experience, he often repeats the same piece of advice to his staff, “Customer is God, treat him like that,” and makes sure they abide by it. Born in the tiny town of Nagaur in Rajasthan to an affluent business family, Jain moved to Jodhpur for pursuing higher studies. During those days graduation classes were held in evening and thus to utilize extra time in hand he started working for Punjab National Bank for a salary of 350 rupees a month.

After working for ten months he realized his true calling was business and thus shifted back to his hometown and later to Kota and started trading in paper and stationery. Assessing the scope for growth in the rapidly emerging electrical industry, he moved to Delhi in 1980 and set up Jainsons (India). For the first few years the company manufactured emergency lights and inverters but then diversified into domestic electrical appliances and became core suppliers for Northeastern states. In 1994 his company started trading in industrial electrical products and over the years got associated with several Indian and international companies like Panduit (USA), Hellermann Tyton (Japan), Phoenix (India/Germany), Allied Connectors (India), Gem Telergon (Spain), Partex (Sweden), Belden, Xtralis and emerged as key distributor for them. With office and warehouse in Naraina, a retail outlet in Chandni Chowk and business spread far and wide, Jain still remains totally grounded. Proud of his old school approach, he greatly believes in nurturing customer relations and believes them to be a part of his extended family. Known for his quality cable management solutions, his company deals in more than 3000 certified products like quality cable and wiring accessories, flexible conduit pipe and glands, grounding systems, identification systems /solutions, PCB terminal blocks, relay modules, system cabling, wiring harness and much more.





Shanti Lal Jain and Anil Jain with staff

Their long list of clients includes aerospace, defence, power and energy, oil and gas and automobile industry. Reputed Government undertakings like ISRO, Indian Railways and Metro have been their satisfied clients since long. The company has been the winner of Panduit's Top performer award for 2017-18.

While Jain solely manages the parent company Jainsons (India), his other two verticals Jainsons Electricals, that deals in switchgear and cables and Jainsons Network System Pvt Ltd that deals in computer networking products and smoke detectors are managed by his elder son Sanjay Jain and younger son Anil Jain respectively. With a turnover of 60 crores the trio greatly believes in honesty and unanimously say, "Quality, service and personal touch are essentials of a good business."

A frequent business traveller, Jain often travels overseas for business conferences but strictly maintains his routine wherever he goes. He starts his day early with an hour of yoga followed by half an hour of prayer recital. An ardent follower of Jainism, he is a vegetarian and takes the last meal of the day before sunset.



One of the stores of Jainsons





The Jains posing for the camera

In spite of his busy schedule he makes sure that family spends time together before retiring for the day. He says, “It is very important to lead a balanced life, adjust business to your life and not vice versa.”

After a successful career span of almost 37 years and efficiently managing three companies under his umbrella, Jain is the calmest person one could ever imagine. Sharing several anecdotes and small business advises off and on he keeps one enlightened on how to face challenges and yet grow in business. He greatly believes in healthy competition and says, “Competition is an integral part of business, it helps not only in growth but prevents one from being lazy too.”

An ardent follower of RSS since childhood, he greatly believes in serving the society and organizes eye camps throughout the year to provide free eye checkups, treatments and surgeries for nearby slums and government schools. With great belief in religious practices he loves to visit Jain pilgrimages whenever time permits. Greatly loved by his family, staff and customers alike, this septuagenarian gracefully dressed in safari suit surely proves that good deeds come around.

“Quality, service and personal touch are essentials of a good business.”



# Precision unlimited

## RAVI SAWHNEY

Proprietor, Sawhney Engineering Company, Ghaziabad

“Do not limit yourself to one type of work but keep on innovating, experimenting and you will be successful”





“It is very important to win the trust of your customers and give them the best value for money.”



Ravi Sawhney at leisure



Workers in a manufacturing unit

Well-engineered precision tools and components are a fundamental requirement of every manufacturing unit. Precision components are needed to ensure that plants and machinery production lines run smoothly, that nuts and bolts stay where they are meant to be and the technology that assists our life not hinder in any way. In simplest words precision can be defined as the quality of being exact and accurate without leaving any room even for the minutest error. When Ravi Sawhney's father headed to India from Peshawar in 1948, little could he imagine what lay for him in the new land that he and his future generations will call home.

A journey that started in his early years as a mechanical supervisor and later as a manager gave him enough experience and motivation to set his own company decades later. Thus in 2003 when he decided to setup a company, his son backed the idea and quit his white-collar job in the computer industry to challenge his aptitude for mechanical innovations. With a humble start in 2004 with just two employees and a commitment to create quality components, Sawhney Engineering Company has grown tremendously under Ravi Sawhney and has a workforce of 32 in its payroll now. Remembering about the early days of the company, Sawhney narrates about their tough journey and how with limited projects in hand he had to pay for the company's expenses from his own pocket, but his father's support and his never say die attitude helped their venture to grow. His first project, where he had to design some industrial tools paid him mere 2000 rupees but helped him in getting many more creative assignments and boosting his morale. While the company was heading towards success and happier times, destiny played cruel and Sawhney lost his father in a road accident. Heartbroken with the sudden demise, it became tough for him to come to terms with the immense loss but to keep up to his unspoken promises of taking the business to new heights, he strengthened his resolve and got back to work.

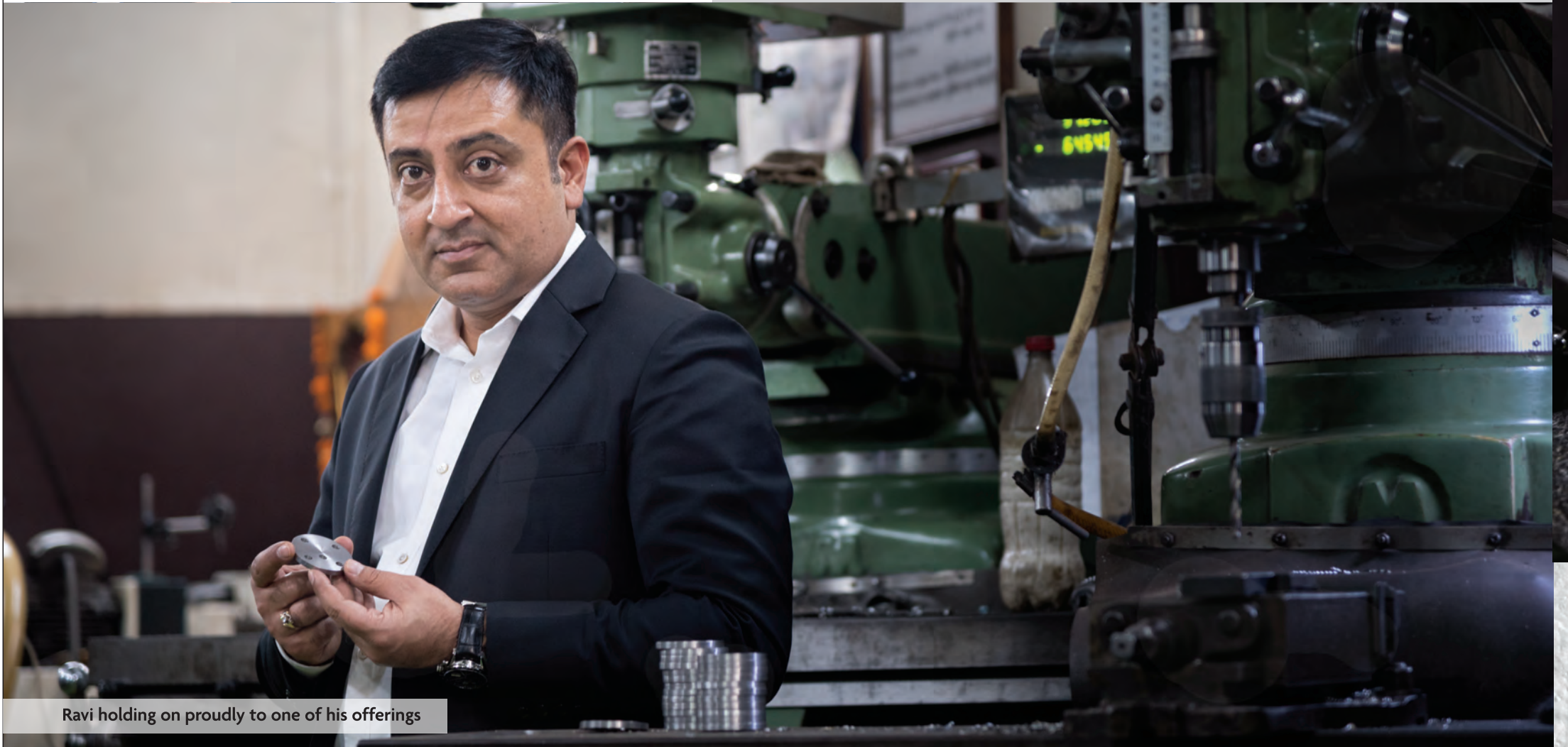




Ravi engaged in a discussion with the staff

His caliber to innovate complex mechanical components served as a boon and with new works pouring in the company started gaining recognition. Sawhney enumerates how he failed for 27 times while working on a project but with his immense dedication and untiring efforts, he mastered the process and created a masterpiece at one-tenth cost of its imported variation. At times he has even designed and developed various components based only on clients descriptions, setting a benchmark for the company. Revealing his success mantra he says, “Do not limit yourself to one type of work but keep on innovating, experimenting and you will be successful.”

Certified with ISO 9001-2015, the company manufactures precision exacting dimensional tools, fixtures, gauges, shafts, spindles, precision machine components and assemblies for product lines. Over the years he has mastered the technique of producing components from samples and drawings and provides in house customized solutions for both new and old plants and machines. With a specialization in shafts, spindles, an essential component of the automobile and automotive industry and ferrous and non-ferrous precisions components, the company is valued for meeting deadlines and providing timely services.



Ravi holding on proudly to one of his offerings





Working towards perfection

Sawhney greatly believes in business ethics and says, “It is very important to win the trust of your customers and give them the best value for money.”

With much emphasis on quality and customer satisfaction, their highly trained and experienced professionals and a documented quality management system ensures that that each component that leaves the facility is perfect. A perfectionist by nature, Sawhney greatly believes in workplace discipline and makes sure that entire staff maintains the workplace decorum. He says, “Workplace needs discipline to improve efficiency and provide a safe environment”. Armed with an engineering accuracy that goes in microns, the company’s long list of clients includes manufacturers from the automobile, automotive textile, electrical electronic printing and various other industries.

An avid reader Sawhney loves to read books on spirituality, motivation and astrology. He believes that it was spirituality that answered his unexplained questions after his father’s sudden demise and made him understand the life with a new perspective. Besides books he has a great inclination towards music and designer watches. A gadget freak, he loves to keep himself updated about the latest technological advancements too.

“Workplace needs discipline to improve efficiency and provide a safe environment”



# Tracking all the way

## K.D. BHARGAVA

Chief Executive, Mark Electronics  
Corporation, Green Park, New Delhi.

“To sustain  
credibility,  
quality and  
customer service,  
are all very  
important”



“I credit Pooja for being the real strategist of the company and she has greatly helped us to venture into software division too.”



Debating an issue



KD Bhargava with his range of products

'Sometimes life has better plans', nobody can agree to these age old lines more than K.D Bhargava who setup Mark Electronics Corporation almost 21 years back in the heart of national capital. One of the pioneers in the integrated security and surveillance solutions, the company happened just by chance but Bhargava's qualifications as an engineer and his extensive experience in different fields of electronics and strong technical background helped him nourish his business.

Born and brought up in an affluent business family in Lucknow, Bhargava, the eldest, chose his own path. After completing a degree in engineering in 1969, he started his career as a trainee engineer in UPSEB and later joined BHEL. During his stint there, he got selected for training in France but turned down the offer as the company wanted him to sign a five-year bond.

He later relocated to his home town, joined UPTRON and took it to new heights under his dynamic leadership as a Senior General Manager with annual sales turnover of Rs 350 crores. In 1992 he moved to New Delhi and joined Weston Electronics Ltd. as Executive Director. His dedication and utmost efforts were greatly recognized when the company crossed an annual turnover of 250 crores. A doting father of two college girls back in 1997, he declined a lucrative job offer from Dubai as his family did not want to be away from him.

He set up Mark Electronics Corporation from a single room in his residence in Safdarjung Enclave with just one employee. Managing a new venture single handedly was surely not easy but his experience with two-way communication video camera during his job at Weston helped him setup the CCTV business in India. Slowly he expanded the business and started dealing in all types of Security Electronics Equipment: CCTV, Access Control, Fire Alarm and Gate Automation System etc, as a result Mark Electronics remained ultimate market leaders till 2010. His hard work and efforts to set up a company taught him the biggest lesson of life, to stay humble and grounded.

Post 2010 his health took a toll and thus his younger daughter, Pooja stepped into his shoes. In 2013 she delved into GPS technology and started GPS Vehicle System Division.





A proud and happy moment

Bhargava says, "I credit Pooja for being the real strategist of the company and I feel proud that in spite of being from a non technical background, she picked the technical knowledge very well and has greatly helped the company to venture into software division too." Mark Electronics Corporation an ISO 9001:2015, FCC GMP, ROHS, CE certified company has corporate office in New Delhi with branch offices in Gurgaon, Chennai and Mumbai for sales & tech support. Based on her hard efforts Mark is today the exclusive associated India Partner for Concox being, one of the top 3 GPS manufacturers in the world. With a fully equipped authorised service centre at Delhi and engineers trained by Concox, their sister concern, Concox GPS System Pvt Ltd not only ensures efficient and prompt repairing and servicing of Concox GPS Trackers but also deals in sales & services of entire range of Concox GPS Trackers (Hardware) and WEB based tracking software with white labelling of Web and Mobile App with customization of user interface and reports for OEM customers.

Recently the company has started exporting GPS Trackers and their softwares under the brand name "Mark" to Philippines, U.A.E, Bangladesh , Nepal, Lebanon and Romania.

Mark has introduced a wide range of GPS Systems for the different segments of customers-PS Trackers with built in 3G WI-FI Cameras with SOS, immobilization & 3 Axis accelerometer etc for live streaming of school buses and vehicles with locations,



The core team stands tall





KD Bhargava with daughter Pooja

battery operated bicycle locks with solar panel adapters, different models for personal tracking and asset tracking, GPS tracker with dual charging mobile port, lug & play OBD tracker, fuel sensors and container GPS. In line with the government policies, the company is also offering AIS-140 devices with IRNSS / NAVIC and tracking and monitoring software which operates with Indian Navigation Satellite to retain the data at most competitive prices. With a wide array of reliable ARAI & ICAT approved and certified GPS Trackers, they are in the process of setting up an assembling unit with Concox too.

The father daughter duo greatly believes in customer satisfaction because of which the company has earned a tremendous goodwill in the market. Bhargava says “To sustain and make credibility, quality and customer service is very important”. He believes that it is very important to solve the problems of the current customers and says “Losing old customers means putting the reputation of the company to a toss”. With this vision his company that started with just a single employee has grown to a strong team of 25 today along with a wide network of more than 10 distributors, 350 dealers and 6 OEM partners spread across India.

From the varied portfolio of 20 types of GPS tracking devices and a sale of almost 30,000 devices per month, the company crossed a sales turnover of Rs 40 crores last year and has recently diversified into software solutions too.

An ardent believer of Bhagvad Gita, Bhargava has immense faith in God and owes his positive attitude and success to Almighty and his family. He greatly believes that it is very important to stay positive in all walks of life and tries to maintain a perfect balance between work and family.

“Losing old customers means putting the reputation of the company to a toss”



# All about texture and taste

## AMIT BAJAJ

Director, Vezlay Foods Pvt. Ltd.  
Shahadra, New Delhi

“Health  
requires  
healthy food  
which is only  
possible by  
making smart  
choices”



“The value of an idea lies in using it”



The product range on display



Amit Bajaj with his trophies

While pursuing his MBA from Paris in International Business and later working in London, Amit Bajaj came across the idea of mock meats, a concept almost unheard of by him back then. After tasting a few delicacies of meatless meats, he fell in love with the idea of protein rich textured soy and started gathering more information about it. While returning back to India, he discussed this concept with his father and assessed the huge opportunity that lay ahead in the vegetarian land. During his initial research and market studies of prevailing food choices in India he was shocked to see how the urban generation was getting hooked to junk foods in the name of low fat snacks and ready to eat quick treats. A great believer of eating healthy each day, he quotes that, “Health requires healthy food which is only possible by making smart choices.”

The concept that was still in Bajaj’s young entrepreneurial mind had begun taking shape. To understand the ins and outs of soy industry, Bajaj joined ICAR- Indian Institute of Soybean Research, Indore and started working on research and development of his upcoming company. He says, “The value of an idea lies in using it” and hence armed with further knowledge, he was all set to put his idea to use. Right from his childhood days, Bajaj had a keen interest towards business and learned the entrepreneurial skills from his father Laxman Das Bajaj, a successful businessman who started his business of manufacturing glass bottles for pharmaceutical companies in 1986 and later established Bajaj Eye Hospital too. Bajaj recalls how his idea, even when in a very nascent stage was greatly supported by his father, who not only encouraged him to listen to his heart and move ahead but also supported him during the formative years of the venture and is still his pillar of support. Finally after two years of hard work and endless hours of recipe and product trials in their test kitchen, Bajaj set up his manufacturing unit in Patparganj Industrial Area in Nov 2010 and launched his brand Vezlay, a name that itself revolved around vegetarianism.





The team strikes a pose

The Indian consumers who had the mock meat options limited to soya chaps and nuggets were surely on cloud nine when the tasting kiosks of Vezlay were put for sampling at multiple locations before being finally launched in the Indian market. What makes Vezlay unique in the marketplace is that it offers a complete solution to healthy tasty meals both in frozen (heat and eat) and non-frozen ready to cook packages. Their wide range of non-frozen Soy protein products include – maida and atta free noodles, vermicelli, chops, chikkas, soy meats and soya veggets while the frozen delicacies category boasts of more than 20 soy based products like- seekh kebabs, shami kebabs, fries, pasta , rogan josh nuggets, bhurji, veg mutton, veg chicken tikka and much more. In a small span of time, Vezlay has received a wonderful response both from individual consumers and the hotel industry.

The company is one of the biggest mock meat product suppliers to esteemed hotels like Radisson, Taj, Country Inn and Hotel Janpath. With an aim to provide best quality soya at reasonable prices, the company has a strong retail presence across Northern India and their FSSAI, HACCP and ISO certified products are available in prestigious retail chains like Walmart, Big Bazaar, Hypermart, Spencers and Modern Bazaar.



Proud accomplishments





Amit Bajaj at one of his stores

The products are also exported to USA .Bajaj aptly says that, “Business is a long journey but its real motivation is when products are appreciated” With renowned wrestler Khali as their brand ambassador the company feels proud that their products are greatly liked by body builders, vegan supporters, animal welfare activists and urban mothers alike as they are 100% vegetarian, low in cholesterol and fat and rich in protein, calcium and dietary fiber. Celebrities like Maneka Gandhi, Irish boxer Joe Egan, Arjun Award winner wrestler Ramesh Kumar Guliya have appreciated the products Vezlay has been recognized for soy innovations and has been a proud winner of Asia Book of Records, India Book of Records and Golden Book of Records and has attained mastery in textures and flavors. With a team of almost fifty, the company is all focused towards further innovation and will soon be launching ready to fry Soya fries and soya pops to pamper the Indian tastebuds.

Bajaj has a keen interest in travelling around the world, his love for trying international cuisines serves as a blessing in disguise and motivates him to experiment similar flavors and textures with his own brand. A follower of Radha Swami Satsang Beas, he greatly believes in giving back to the society and contributes Rs 2 from the sale of each Vezlay pack towards helping animals.

“Business is a long journey but its real motivation is when products are appreciated”



# Riding high on innovation

## ANKUR GARG

Director, Unipegasus Profiles Pvt Ltd, Greater Noida

“Always keep your plant capacity beyond order levels so that quality and services never get compromised even during periods of sudden demand”





**“Never do bulk buying beyond your limits  
as it is very difficult to judge the highly  
fluctuating market”**



**Ankur with brother Kapil**



**In conversation with the staff**

The increasing demand of modular furniture in India has initiated the growth of several supportive industries and edge band is one of them. With much emphasis on superior finish and pleasing edges, the demand for edge bands has grown multiple times making them a necessity for the modern furniture industry. Unipegasus Profiles Pvt Ltd are pioneers in manufacturing PVC edge band tapes in Northern India. The company that operates under the brand name Pegasus was set up in 2009 by Ankur Garg under the expert guidance of his father Dhanesh Chand Garg, a visionary, who with immense experience in varied businesses could foresee the bright future of the upcoming industry almost a decade back.

Born in the tiny town of Kosikalan in Mathura, Garg shifted to Delhi with his family in 1994. As a kid, he had keen interest in school activities and possessed impressive management and leadership skills. After completing his post graduation in Marketing and finance from Indian Institute of planning and management (IIPM) Dehradun, he joined his father's business in 2008 and started learning the intricacies of the bubble sheet manufacturing industry. With an aim to expand the business, the father son duo did an extensive research on the upcoming business opportunities and came across the growing trends of pvc edge bands. These narrow strips of PVC used for covering the exposed sides of the wood, plywood, melamine and other similar materials not only helped in enhancing the looks of the furniture but also helped in increasing its durability. With the lifestyle and real estate sector in full boom and the trend of modular furniture gaining grounds, Garg decided to float his venture and set up his first manufacturing unit in Narela in 2009. Equipped with state of the art technology from Taiwan and a production capacity of 1.5 lakh meters of edge band per month, Unipegasus Profiles firmly established itself in a very short time. Owing to immense growth and soaring demand of the product, the company shifted base to a much larger facility in Greater Noida and now stands tall with a production capacity of 1.5 lakh meters per day.





Ankur with his father Dhanesh Chand Garg

Over the years, the company's reputation and success has grown on its commitment to serve best quality products at competitive prices. With in house extrusion of PVC to production, printing and packaging, the company has a round the clock operating production line and is always ready to meet the edge banding needs of its distributors and clients across India. Supporting this ideology Garg states "Always keep your plant capacity beyond order levels so that quality and services never get compromised even during periods of sudden demand". With their corporate office in Rohini, the company that started with a small strength of 15 people is a large family of 70 now and annual turnover of more than 11 crores.

Garg's father has always been a guiding force for him. Remembering about the initial days of the company, Garg exclaims that the road to success was surely not an easy one and he often had to work in close sync with his marketing and sales team to create awareness about the new vertical.



The duo strikes a pose with the staff





A worker at one of the units

Though it was easy to convince high-end furniture-manufacturing units to use the Indian counterpart, the real challenge lay in making the smaller manufacturing units and carpenters who heavily relied on wooden beadings, understand the versatility of the edge bands. The launch of special PVC to wood adhesive by eminent glue companies in 2012-13 served as a boon for the industry, soaring their clientele to new high and creating a market in tier two and three cities too.

Sharing a crucial key mantra that he learned from his father, Garg says, “Never do bulk buying beyond your limits as it is very difficult to judge the highly fluctuating market.”

In keeping with the growing trends to match home interior, Pegasus edge bands are available in wide range of solid colors, wooden colours, super high gloss and 3D finish. Garg's younger brother Kapil, who also holds the position of director in the company, is a qualified interior designer and with his artistic aptitude the company keeps adding 30-40 new shades and designs to their portfolio each year. Garg states, “Innovation is the key to prosper”, with this belief this ISO certified company keeps participating in reputed exhibitions from time to time.

A big fan of gazal maestro Jagjit Singh, Garg also believes in creating a perfect balance between his business and family and loves taking them out on rejuvenating long drives off and on.

“Innovation is the key  
to prosper”





# Cool solutions on target

## **B.M. PANDEY**

MD, Projtech Engineering Pvt. Ltd.  
New Delhi

**“There is just no  
alternative to  
hard work, that  
pays even when  
luck does not  
work”**



“To increase your efficiency, make sure your work keeps you happy and motivated.”



With a sense of pride



BM Pandey engaged in a discussion

Brij Mohan Pandey , an engineer by profession , began his career in 1995 with Blue Star, one of the leading air conditioning and commercial refrigeration company. After spending almost 16 years of his professional life and gaining rich experience in this company, Pandey decided to quit his job and start his own venture and thus began his journey as an entrepreneur in 2012. He rented a shared office space in sector 19 Dwarka and with a small capital of 1 lakh rupees, laid the foundation of Projtech Engineering Pvt Ltd. Pandey , who hails from an agricultural family in Sasaram Bihar, did his Mtech from BIT Sindri and later started teaching there. His journey from a young project engineer in Calcutta to a seasoned senior manager in Delhi not only gave him a good technical understanding of the air-conditioning systems but also made him aware of the immense potential that lay in the industry.

His decision to quit a well paying job and float a company right from scratch was surely not an easy one, but his sheer determination didn't let doubt and negativity get around him. Today, in a short span of 6 years his company that started with installation and after sales maintenance of VRF A.C. units, Central Air conditioners and Ventilation services now has diversified into manufacturing all types of ducts and duct accessories. Pandey who greatly believes in dedication, hard work and consistency says, “There is just no alternative to hard work, that pays even when luck does not work”. Pandey admits that he was one of the first from his family to start a business and thus making others believe on his dreams was surely quite a challenge. It was his faith on himself that instead of setting a proprietary business he started with registering his company as a Pvt Ltd and getting all the necessary formalities in place, yet finding the first client stood as the biggest challenge. His stars took a turn when he got a small contract from a hotel, though it did not give him much financial gains but surely gave him some experience to count upon. In 2013, when Reliance was setting up its enormous commercial outlet in Chandigarh, he got the contract of designing and installing the air conditioning system.





Work in progress

To prove his company's worth, which had much expertise but limited commercial experience, he offered the client to pay him only when half the job gets done. His quality work not only made him earn the project but also the position of being their regular registered vendor. Slowly Projtech started making its mark and gaining many more commercial assignments. With eminent clients like Reliance Industries, Reliance Retail, Big bazaar, Noida Power Company Ltd (NPCL), Sharda University, Omaxe, Moserbaer, Gail India Limited and Vishal Mega Mart, Projtech has sturdy plans of expansion and is growing at a rapid pace. With a great belief in attaining self-satisfaction and happiness Pandey says, "To increase your efficiency, make sure your work keeps you happy and motivated." The business that started as a one-man army now has a strength of more than 30 employees.



BM Pandey with the company staff





Brij Mohan with wife, Saroj

With a manufacturing unit in Sikandarbagh in Bulandshaher, this ISO 9001:2008 certified company specializes in manufacturing all types of ducts (rectangular, round, spiral and oval) and duct accessories, for a wide range of HVAC application for hotels, hospitals shopping malls, commercial kitchens, basement car parking and other industries too. The ducts, besides being used for air conditioning (HVAC) are used in heating and ventilation too, forming a medium through which a conditional air is transferred to an ambient space thereby achieving acceptable indoor air quality and ensuring suitable thermal comfort.

An ardent believer in the age-old saying that patience is the key, Pandey says, "Time and patience play an important role to set up long term business goals."

Behind every successful man there is a woman and undoubtedly Pandey's better half, Saroj, who is a teacher, has been his great source of support. He draws his mantra of success from books and loves watching the show of motivational speaker Dr Subhash Chandra.

**"Time and patience play an important role to set up long term business goals"**



# The e-vehicle revolution

## RAJEEV GUPTA

CMD, Unique International, Meerut

**“Nothing is impossible if you have faith in yourself and a determination to bounce back with more vigour after each failure.”**



“Never lose hope because God has plans for everyone.”



A view of the showroom in Meerut



Rajeev with nephew Shobhit with the impressive line-up

It may be tough to believe that Rajeev Gupta, the CMD of Unique International, a company that specializes in manufacturing e-vehicles started with the humblest beginnings one could ever imagine. Backed with positive attitude and immense dedication, Gupta's story greatly supports his belief -"Nothing is impossible if you have faith in yourself and a determination to bounce back with more vigor after each failure." Born and brought up in Meerut, Gupta started working as a salesman for a small firm but later took to distributing newspapers to make his ends meet. After ten years of extreme struggle and small saving of thirty thousand rupees, he started with trading of spare machine parts in 2001.

Slowly his business thrived and with a team of two workers he set up a tiny manufacturing unit in a room, that later expanded to a floor when he bought a small house. His endless hours of work bore handsome profits and gave him an opportunity to buy a commercial plot in 2009 and set up his transformer-manufacturing unit and with it started his unstoppable phase of growth and success. With an immense faith in God, Gupta states, "Never lose hope because God has plans for everyone."

The second decade of millennium sparked the concerns of cleaner and greener environment. With several government subsidies on the booming e-vehicle industry, Gupta decided to contribute towards greener India and started exploring avenues for setting up another vertical. After researching thoroughly about e-rickshaws, its components, imports and other details, he outsourced assembling experts and started with his venture under the brand name of Panther in 2013. His products hit the markets commercially in 2015 after going through numerous phases of testing and certifications. While it took almost 4 months to assemble first 10 e-rickshaws, the company now manufactures 20-25 units per day. Spread in an area of 35000 sq feet, his three state-of-art manufacturing units strictly adhere to international practices of manufacturing and safety.



With a production capacity of 1500 e-rickshaws per month the company is greatly recognized for quality and efficiency. An integral part of urban mobility, these battery rickshaws are not only eco friendly but also easy to operate. In the initial stages most of the components were imported from China and assembled here but under the Make in India initiative and the electric vehicle revolution the company started manufacturing quality components in its own production facility. Armed with a wide distributor & dealer network in U.P., Rajasthan, Delhi, Jharkhand and Uttrakhand the company is growing rapidly. With a turnover of 30 crores the company sold almost 5000 units last year.

After the success of e-rickshaw the company launched e-scooters and has sold more than 2000 units till now. Powered with lead acid batteries and an average electric consumption of 1.18 Kwh/100km these two wheelers are perfect for the young generation. Talking about his upcoming projects, Gupta says that his team is working on high-speed e-rickshaws while the e-cycles that are undergoing the final testing stages will be launched within next few months.



Rajeev with his senior management staff



At the e-scooter production unit





Rajeev with his prized Panther brand e-rickshaw

With designated sections for R&D, fabrication, quality control and sales and service the company that started as a one-man army has grown tremendously to strength of 150 and is rapidly moving ahead to reduce the carbon footprint. Praising about the Government's efforts to curb pollution, Gupta proudly asserts that by 2029 the Indian vehicle market will only have environment friendly e-vehicles. Gupta's nephew Shobhit Garg, an electronic engineer by profession, assists him with equal energy and dedication and together the duo is all set to conquer the e vehicle domain.

Gupta is a true ideal for his kids who have grown up seeing him putting in best efforts even on the darkest days. Like father the gen-next also believes that, "Education, dedication, hard work and Almighty's blessings are four essentials for success." Gupta hails from a closely knit family and proudly says that his mother and wife are not only his strength but also his best critics and advisors!

With an immense love for mountains, Gupta loves to plan his holidays around the calm scenic destinations. In his free time he loves reading life stories of famous personalities and finds his ideal in our Prime minister Narendra Modi.

**"Education, dedication, hard work and Almighty's blessings are four essentials for success"**



# Powering the future

**PRABNEET SINGH**, Chairman

**JASMEET SINGH**, MD

Radix Power Solutions, Meerut

“Technology is business’ biggest asset, it allows one to increase productivity and compete in the market.”





“It is very important to identify and understand the consumer for your product.”



Engaged in a serious discussion



The battery godown in Meerut

Entrepreneurship runs in the family for Prabneet Singh and Jasmeet Singh, the brothers who run their sprawling battery manufacturing unit in Meerut with a clear mission to manufacture best quality batteries for inverters, solar technology, e-rickshaws and automotive. Owing to their products which are not only in par with industry standards but also provide true value for money, Radix Power Solutions has emerged as one of those few names in the battery industry that need no introduction. The business that started almost 18 years ago, with manufacturing battery plates started expanding in 2007 after critically assessing the growing market. After shifting to the current 20000 sq feet facility, the company took to large-scale production of batteries.

Equipped with a state-of-art unit on Mawana Road, the manufacturing process of Radix Power Solutions entails design, development, integration and implementation resulting in a world-class product range.

With a great belief on moving with the latest technology the company greatly invests in up gradation of production processes and imparting technological training to its manpower too. Singh senior says, “Technology is a business’s biggest asset, it allows one to increase productivity and compete in the market.” Since batteries are service based products it becomes important to stay in sync with the latest cutting edge innovations. The brothers greatly believe that behind each product lie rigorous, well-crafted, highly advanced processes and an outstanding infrastructure the company. With a team of over 150 employees, the company has a comprehensive division for plate production and individual departments for assembling, filling, charging, dispatch and warehousing. Their in-house lab and R&D department works in close sync with each other for several modern improvisations. Over the years the company has pioneered, introduced and implemented several solutions for the battery industry. He says, “It is very important to identify and understand the consumer for your product.”





Work going on in the production unit

Singh junior while explaining the various types of batteries manufactured in their facility states, that batteries are energy storage devices that can be put to use when needed, hence should be maintenance free, rechargeable and pocket-friendly too. Enumerating the various aspects of batteries, he explains how inverter batteries are engineered to deliver high current continuously while automobile batteries are made to blast at a very high current for a short time only.

Owing to frequent power failures and extreme voltage fluctuations in our country the demand for inverter batteries has been on all time high. With a resolve to ease power situations the company has greatly researched on producing long lasting batteries that ensure non-stop power supply.

Besides inverter batteries the e rickshaw battery is another segment that company greatly specializes in. With the electric vehicle revolution rapidly gaining ground and with almost 15000 e-vehicles hitting the streets every month there has been a rapid rise in the e-rickshaw battery sector.



The duo with the staff





Jasmeet and Prabneet share a light moment

These batteries made for the specific application by e-rickshaw are not only required for starting but also act as a fuel for it. The company has greatly invested in the infrastructure making it future ready for the major transformations that will happen during this decade.

Armed with certifications from ISO 9001:2015, ICAT and National Institute of Solar Energy, the company has 22 SKUs under its umbrella and has a wide network of 650 distributors and dealers throughout UP, Uttarkhand, Delhi, West Bengal, Haryana and Punjab. With renowned clients like Mini Metro, Magnum, Panther, Hovel and several other companies of repute, the company exports its world-class products to Nepal and Afghanistan too. With an USP of efficient after sales service the company is greatly working on a maintenance free car batteries and lithium batteries and plans to launch them by early next year. With a deep belief in long term goals Singh junior says, "Make sure your goal is clear and your why is strong." Abiding by their father's belief to understand the market requirement and consumer needs the brothers and their venture have come a long way.

Besides adventure holidays and love for lip smacking food, the Singh's have a deep faith in religion and have made a small gurudwara at home for they believe it is very important to thank the Almighty for his blessings each day.

**"Make sure your goal is clear and your will is strong."**



# Wiring the future

## RAJESH GOYAL

Managing Partner, Girish Radio Corporation – Delhi

“Never compromise on quality of your product; it is better to deliver your product little late than to compromise on quality.”



“Concentrate on a single field and put in all your efforts to emerge as the best.”



A godown with the product range



Rajesh with his company's prime offerings

Over the last few decades, things around us have changed more rapidly than we could ever image. With electronic and technological advancements and an availability of wide array of devices, the demand for their components, accessories, spares and wires has gone up drastically.

Since its inception in 1971, Girish Radio Corporation has made a name for itself as a leading manufacturer, wholesaler and retailer of electronic wires, cables and connectors. Set amidst the hustle bustle of Delhi-6, the business that started as a small trading organization has tremendously grown to become one of the leading players of the electronic industry. Rajesh Goyal belongs to the second generation of Girish Radio

Corporation, the brand that was setup by his father in 1971. Goyal's ancestors hailed from the tiny city of Jhunjhnu but had shifted to Calcutta to set up their business and make a mark in the commercial capital of east. With political turbulence in Bengal, the family shifted to Delhi in 1971 and set up their business in old Lajpat Rai market in Chandni Chowk. Since his college days, Goyal had much inclination towards learning and often used spend time at their shop to understand the intricacies of electrical works. During the 1982 Asiad Games in New Delhi, the company emerged as the pioneers and prime traders of coaxial cables (a type of transmission line used for carrying high frequency electrical signals with low losses.)

Since the very beginning the family believes in mastering the art of a single stream of business and hence have greatly kept themselves in sync with the rapidly growing technological advancements of the industry. Remembering his father's sane advice, Goyal quotes "Concentrate on a single field and put in all your efforts to emerge as the best." With expanding business and the booming AV (audio visual) industry, the Goyals set up their manufacturing unit at Shahdra in 1992 and started manufacturing cables and wires under the brand name Chetan.





A view of the office facade

To meet the rising demands of the market, the factory later shifted to a larger setup in Bhiwadi .With a wide range of almost 4000 products under their umbrella, Girish Radio Corporation are also distributors and dealers for reputed International companies like Belden(USA), Klotz(Germany), Canare (Japan), Neutrik(USA) and Audile. With their specialization in a wide variety of speaker cables, data cable accessories, telecommunication cables, multi-core round and shielded cables, hook up wires, earthing wires, connectors, coaxial cables the company greatly believes in quality and customer satisfaction. Goyal says, "Never compromise on quality of your product, it is better to deliver your product little late than to compromise on quality." Their long list of clients includes studios of esteemed news and entertainment channels like NDTV, News Nation and MH1, auditoriums, stadiums and theatres.

With a well-experienced team, a turnover of almost 8 crores and a wide network of distributors and dealers spread across India, the company greatly believes in delivering the best.



Rajesh giving instructions to the workers





Showcasing one of the premium products

Armed with certifications like German CERT, ISO 9001:2008, CE,UL, Certificate of compliance and Make in India they are official licensees of HDMI and are authorized to design, manufacture and sell licensed products based on the HDMI specifications. Their products are exported to Middle East, Canada, U.K. Bangladesh and Sri Lanka. Along with its sister concern Chetan Cabletronics Pvt Ltd, the company is greatly focusing on AV cables which surely holds the major chunk of their revenue. Besides being a sole distributor of upcoming Indian brand Audile, the company is working on several new products and plans to launch their in house developed and manufactured headphone cable soon.

Goyal, a tech savvy person, admits that his firm was the first one to install a swipe card machine in the Lajpat Rai market almost twelve years back and yet again to use cloud based invoicing services. He says, "It is very important to stay in sync with latest technology to excel in your field." A great devotee of Khatu Shyam, he greatly contributes for the committee. A photography enthusiast, Goyal loves to go out on family holidays and has already chalked down his travel oriented retirement plan.

**"It is very important to stay in sync with latest technology to excel in your field"**



# Operationally genius products

**SANJAY GOYAL,  
AGOSH JAIN,  
VAIBHAV JAIN**

O.G. Heavy Duty, New Delhi

“To establish a brand it is very crucial to develop and work on the unique qualities of the product.”



“When people start copying, comparing or competing feel happy that your brand is growing.”



A candid interactive moment



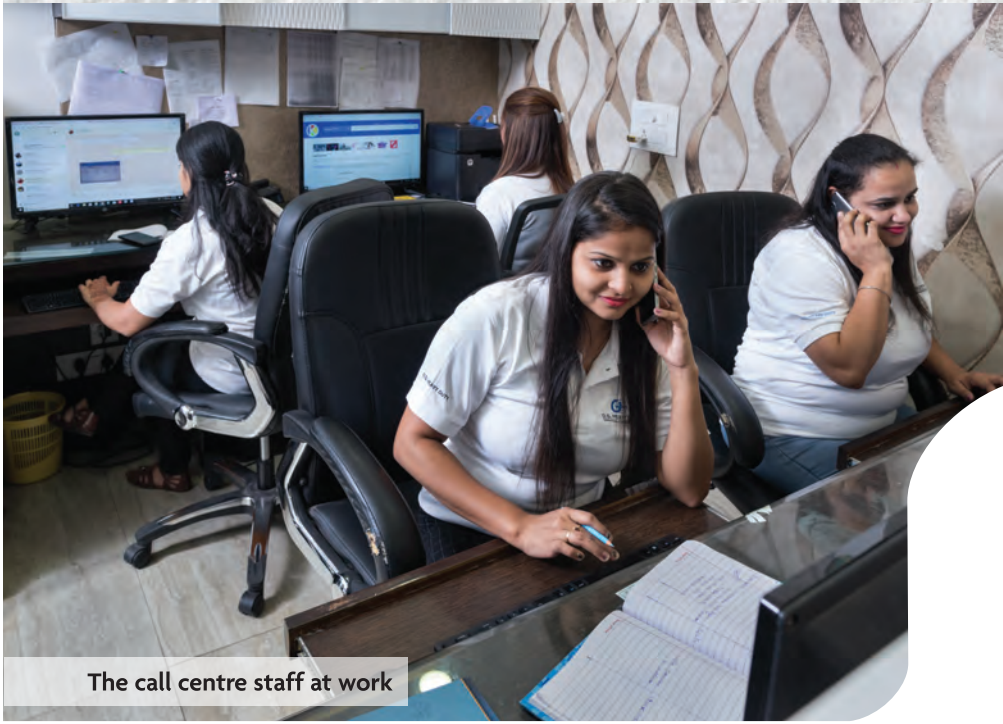
Company seniors pose with the core team

The perpetual rise in average temperatures has not only increased the demand for air conditioners but has also served as a blessing in disguise for the booming air con industry. In 2006 when OG Heavy Duty was launched, it was difficult to believe that the product will create a space for itself in the market but 12 years later, in 2018 the brand not only sold 25,000 units but also became the most preferred and procured air con brand by the Government e-marketplace commonly referred to as the GeM Portal, fitting to the common phrase and unanimous belief of the directors - “Quality speaks for itself.” Justifying the company tagline Operationally Genius products the company lays much emphasis on quality and abides by higher star ratings policy.

Started with a mission to provide better product at a little lesser price, the company has grown extensively under the eminent leadership of its three directors – Sanjay Goyal, Agosh Jain and Vaibhav Jain who have immense experience in the air con industry and are absolutely against any hidden commitments and advertising gimmicks. Hence till this day, the company believes in investing majorly on the product quality, R&D and prompt sales service instead of aggressive advertising.

While enumerating the features of their split ACs, S.P. Singh, head sales and marketing and a core member of the team says that compressor, copper coil and fan are integral components of an AC and also the main domains where the company has greatly worked upon. Armed with an efficient compressor, grooved copper coils, a 3m coil kit, hi speed fan, 4 star rating and eco friendly refrigerant R32 gas, the OG ACs promise lower electric consumption too. Equipped with a state of art assembling unit in Dehradun, thirteen offices pan India and a 1000+ distributor and dealer network spread across Delhi, Haryana, Punjab, Rajasthan, Maharashtra, Orissa, Madhya Pradesh, Chhattisgarh, Bihar, West Bengal and Assam this ISO 9001:2015 certified company along with an experienced team is all focused towards vertical growth.





The call centre staff at work

Goyal who hails from Delhi and has garnered immense industry experience by working for several key brands and learning from their shortcomings before launching his own brand says, "To establish a brand it is very crucial to develop and work on the unique qualities of the product." The business that started with assembling and trading of AC and its components in 1998, with an aim of setting up its own brand meticulously studied the incompetence of the market, set up an R&D facility before finally customizing and importing the product and floating the venture OG Heavy Duty in 2006. During the first ten years the company limited its market around Gujarat particularly via sales and service dealers who could understand the product and convince their customers. After ample of moderations, market feedbacks and strategies the company expanded its market to showroom dealers and other states too. Jain who mainly looks after production says product needs seller and seller needs product hence they partnered with sales and service dealers during the early stages of growth.



Debating a crucial issue





Sanjay, Agosh and Vaibhav in their office



The OG Heavy Duty stall at an exhibition

“When people start copying, comparing or competing, feel happy that your brand is growing.”

Jain brothers who hail from the small town of Jatal in Panipat, Haryana were in the business of voltage stabilizers and AC trading before partnering with Goyal. Fond of taking challenges Jain junior remembers how the company had successfully installed ACs by placing their outdoor units on the roofs and making a 45-metre long connection in the extremely narrow lanes of Kucha Mahajani in Chandani Chowk, an area where all the big brands had given up!! Being the first importers of .75 ton and 10 ton window ACs they set a benchmark for other companies too. Jains who mainly look after marketing and finance aptly say, “When people start copying, comparing or competing, feel happy that your brand is growing.”

With a wide range of ACs in 1 ton, 1.5 ton, 2 ton and a 2.75 ton ( on request) to fit all requirements, the company hails as one of the pioneers for star rated 1.7 ton AC with reciprocating compressor and Survivor ACs (particularly for dusty industrial areas). With eminent clients like ONGC, NTPC, Railways, Ministry of foreign affairs, GD Goenka School, Volvo& Renault Showrooms and rapidly growing with a rate of 50 % the company plans to hit the target of 100 crores soon. Besides carving out a fair share with their flagship product air conditioners, the company has greatly ventured into a wide range of LED televisions, water dispensers and home theatre too and is the only company to have all LED televisions with 5 star rating. With plans to launch energy efficient and health-focused products by 2020G is greatly working on solar ACs too.

Workaholic by nature the trio love to keep their technical knowledge updated. During free time they love to relax and spend time with their families.



# Illuminating life intelligently

## **RADHEY SHYAM AGARWAL**

MD, Axiom Exim Pvt Ltd, New Delhi

**“Business is not a  
result of one man’s  
hard work; it is the  
contribution  
towards the same  
goal by a team of  
people.”**



“The best advertisement of a product is its quality”



Work in progress



Specialised team of girls working on the circuit

More than breakthrough ideas, success in entrepreneurship requires immense dedication, an eagerness to learn, a passion to succeed and above all a never say die attitude and Radhey Shyam Agarwal, founder and managing director of VPL India, the umbrella company of LED unit Axiom Exim Pvt Ltd. has qualities much beyond these.

Hailing from the small town of Buwani Khera in Bhiwani district of Haryana, Agarwal pursued MSc in botany from the prestigious Banaras Hindu University (BHU). With a great inclination towards business since childhood he tried his hands at multiple spheres, right from manufacturing footwear to chemicals but failed to make it big.

In 1988 he started a pipe galvanizing unit with a humble amount of Rs 40,000, which with his immense dedication and hard work later diversified into manufacturing HDPE and PVC pipes, pole, conduits, fabricated steel structures for power stations, highway crash barriers, solar modules etc and now stands as Vishal Pipes Ltd, a company limited by shares with an annual turnover of whopping 950 crores. With a vision to create employment and generate more jobs, each year the company adds new SKUs to its existing chain of products. A firm believer in team work, he owes the credit of running the successful business to his family, staff, distributors and dealers alike. He says, “Business is not a result of one man’s hard work; it is the contribution towards the same goal by a team of people.”

After making a mark in the steel and polymer industry, Agarwal decided to add a new segment to his business and founded Axiom Exim Pvt Ltd which deals in energy efficient lighting products and electrical appliances under the brand name VPL India LED. Foreseeing the potential in the rapidly growing LED industry, he did an intensive research on the various aspects before setting up his production unit in DSIDC Industrial Estate in Bawana .





The state-of-the-art facilities at the unit

Incepted with the sole idea to deliver the best quality LED products with latest technology, the company gives much attention to minutest details. Inspired by the Make in India initiative, it has invested immensely in setting up a hi tech R&D section for providing world class output. With a firm belief on its in-house designing and production, the company strictly prohibits picking up cheap components from China. The second generation of Agarwals; Kavish Agarwal & Sahil Agarwal, who meticulously manage R&D and production respectively enumerate on the importance of the component called driver that act as the brains of the LED light and how the company works over current and voltage allotment for maximum light and life. VPL India LED takes pride in manufacturing more than 70% components in house while the rest are imported directly from reputed companies in Taiwan, Korea and China to prevent the middleman cost and duplicacy. All the raw materials and finished products go through IQC or the internal quality check department to meet the quality guidelines. Agarwal greatly believes that, "The best advertisement of a product is its quality," and hence the company greatly abides by its strict



The bright Agarwal family





Sophisticated technology equipment at the factory

quality parameters. Registered with NSIC and certified with BIS, VPL India LED has a wide portfolio that includes all types of indoor and outdoor light fittings like LED bulbs, LED light fittings, Solar LED light, LED flood lights in a range of .5 Watts to 200 watts. Besides this they specialize in customizing designs for architects and interior designers too. Hailed as the future, LED use very little energy and thus have become very popular due to their durable quality, zero UV emissions, flexible designs and maximum light dispersement. Their esteemed list of clients includes Indian Railways, Noida Power corporation limited (NPCL) and the Defence sector, for which they have customized special LED bulbs that can work for extreme low temperatures of -30C at Kargil & Leh. With the growing demand for home automation systems, Agarwal and his R&D team are currently working on economically priced domestic automation systems and a wide range of fans that they plan to launch soon. Since childhood, Agarwal has been greatly influenced by Swami Vivekanand and has been much inspired by his teachings. In his free time, he loves to read spiritual books that not only give him new perspective in life but also keep him grounded. Greatly believing on his favorite quote from the guru - "Arise, awake and stop not till the goal is reached" this sexagenarian has set the perfect example of how simple living and high thinking can give wings to imagination.

**"Arise, awake and stop not till the goal is reached"**