

Is AI the **FUTURE OF EVERYTHING?** | 22

Is 2019 a new **BEGINNING FOR MSMEs?** | 58

Are Open Offices truly **OUT-OF-THE-BOX?** | 72

RNI No. HARENG/2011/39608-L-2/FBD/286/18-20

SMALL MEDIUM

Entrepreneur®

www.entrepreneur.com

February 2019 | ₹ 200 | INDIA EDITION

35 UNDER 35

**THE LEADERS,
THINKERS AND
INNOVATORS
OF 2019**

RITESH AGARWAL
Founder & Group CEO,
OYO Hotels and Homes

*The 25-year-old
billion-dollar
hotelier*

ISSN 2456-4915





INDIA'S REPUTED & PREMIUM HERITAGE JEWELLERY BRAND

Unit Franchisees Invited

A part of CKC Group of Jewellers - one of the oldest and most-respected jewellery brands in the country with glorious heritage of 150+ Years. The brand's legacy, dating back to the year 1869, has been enriched by the patronage of the British Army and royal courts of South & Central India in the past. Today, the brand enjoys a reputable presence with 6 outlets across South India where one can get hold of luxuriant gems and precious jewels made out of gold, silver, diamonds and other precious stones.

Great reasons to partner with C. Krishniah Chetty Group of Jewellers

- Iconic brand with 6 outlets across South India
- Well-experienced & expert management team
- Award-winning & well-established promoter group
- Extensive franchisor support



Franchise Facts

Investment Range	INR 15 - 45 cr
Area Required	800 - 1500 sq. ft
Average ROI	10 - 20%
Agreement Term	5 years
Payback Period	4 - 5 years

FOR FRANCHISING QUERIES, PLEASE CONTACT: CHAITANYA +91 98440 40359

C. KRISHNIAH CHETTY™
GROUP OF JEWELLERS

Commercial Street • Main Guard Cross Road, Next To Safina Plaza.
Jayanagar, 5th Block. Malleswaram, Margosa Road • The Domestic
Terminal (BIAL) • Phoenix Marketcity, Whitefield.

Call: 080 - 4000 1869 / 4100 1869. www.ckcjewellers.com  

EDITOR'S NOTE

DISRUPTING WITH GROWTH

We are back with the new class of 2019 for 35 under 35. This annual compendium is most of all a case study on how disruptive ideas can be married with intelligent growth to build a remarkable organization. The 35 rock stars come from across 28 different industries and features sportspeople, entrepreneurs, developers, singers and personalities with diverse mindsets and copious minds. The only common thread between them is their fearless forays in their respective fields, self-belief and eagerness to bring explosive impact of change in the world.

These young 35 leaders' determination can be felt like a potent force. They are India's shining stars and we are proud to present them to our readers as we share what is it that sets them apart. For us, choosing these visionaries is not a month's job but a year-round preoccupation. We vet hundreds of nominations and our champion reporters personally meet and engage with many entrepreneurs to accomplish the task of creating the most unbiased list of futurists to spotlight the remarkable and enviable India Inc.

There are new shades that we are getting to see in our 35 under 35 issues, which is now in its third annual edition. This year's list has seen growth in the number of women entrepreneurs joining the ranks. Many of the founders featured in our pages are at the helm of companies that have significant global presence. The rise of technologies like artificial intelligence (AI) and machine learning and their burgeoning influence can be felt in the list as many companies featured have either directly originated from AI or are abundantly using it in existing ventures.

What should be the role of Indian government in private businesses is not a new debate, but certainly an unanswered one for a long time. Is the role preventive, corrective, restrictive or developmental? The government's approach of police(ing) brings undercurrents, which unknowingly hinders development of businesses. An instance of reducing NPAs in small and medium-sized enterprises (SMEs) sector, got public banks to play safe, which in turn led to the shortage of capital borrowings for SMEs in past four years. And the ill effects are impacting the growth and



employment generation in the SME sector, which has further reflected on GDP growth in India. As a corrective measure, the government has gone into a new mode of debt restructuring relaxation and easy loan norms. Could this scenario had been avoided if the government was just preventive in the first place?

Of late, we have seen similar musings with Angel tax that will lead to dismal impact on startups in the coming years. It is likely that capitalists and family offices who would have jointly infused funding in startups will now start looking for other avenues of investments. In an economy like India's, it would be more impactful if the Central government can take everyone along, rather than riding one sector against the other. Our forthcoming issue will take a long view on what worked and what failed to tick in the past five years in the Indian startup ecosystem?

Ritu Marya.

Ritu Marya
Editor in chief
E-mail me at:
rmarya@entrepreneurindia.com

CONTENTS FEBRUARY 2019



EXPERT SPEAKS



16 Three Ps for Success: Passion, Perseverance, Performance
Niranjan Hiranandani,
Co-founder and Managing Director,
Hiranandani Group



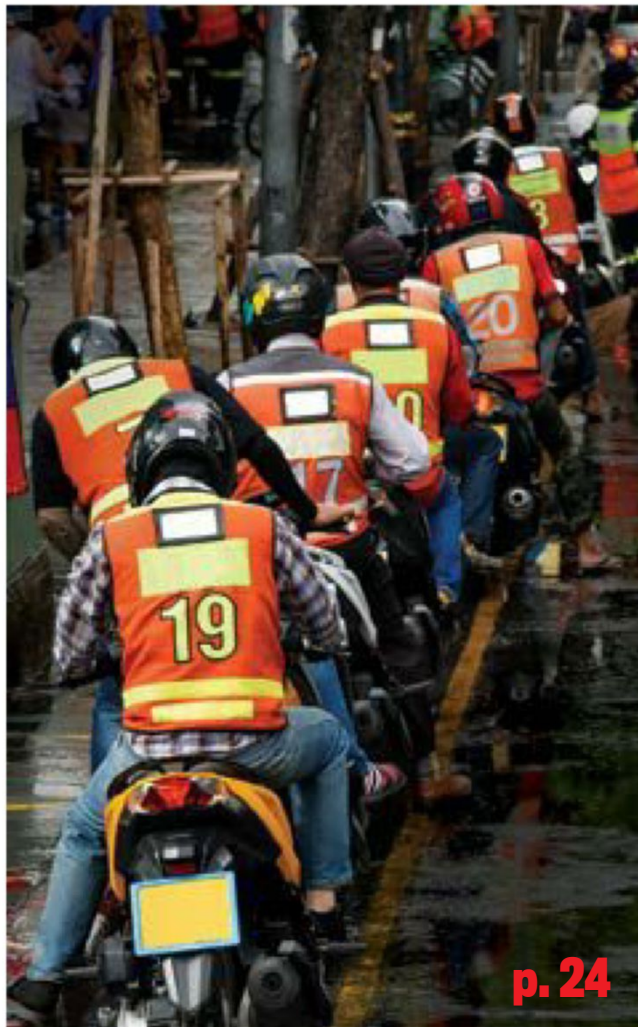
18 The Most Underrated Difficulty in Southeast Asian E-commerce
Jack Farrell, Founder, PawedIn



20 Are Successful Entrepreneurs from a Different Planet?
Tandadzo, venture capitalist,
serial entrepreneur



22 Artificial Intelligence: The Future of Everything
Kiran Karnik, former president
of NASSCOM



p. 24



p. 32

STARTUP

24 Opportunity
Even four years after its launch, bike-taxi segment is grappling with problems but there is a huge untapped market potential that would make a difference in the coming years.

30 Cool Idea
Mumbai-born Rhea Singhal made sustainable packaging products from plant waste that turn into soil in 90 days.

32 Business by Design
With its unique customer experience center in Bangalore, Design Café has rewritten home décor rules in India

ECOSYSTEM

58 MSME
How will the loan restructuring move ease MSMEs from distress in 2019

GROWTH

60 Storyboard
How will the camaraderie after Bandhan Bank's acquisition of HDFC-led Gruh Finance pan out?

62 Legacy
Entrepreneur traces the journey of a leading manufacturer of two-and-three-wheeler in India, Bajaj, which gives us every reason to believe in indigenous technology

TECH

64 Apps
With myriad tasks at their hands, know which apps these entrepreneurs employ to unplug and keep their personal and professional lives in order

66 Unplugged
Audible's founder Donald Katz takes us through his inspiring journey

67 Dating Apps
Here are the five apps that are all the rage in India.

68 Gadgets
See the five gadgets that are designed to complement entrepreneur's needs

BUSINESS UNUSUAL

70 Marketing
Know the effective marketing and brand building hacks that these entrepreneurs devised to help scale their startups.

71 Cheque it out
Lightbox partner Sandeep Murthy talks about his top investments and what he looks in pitches from founders.



p. 92

BEYOND BORDERS

72 Out of the box

The cubicles are a passé and no-wall workplace is having its bubble-burst moment. What is an ideal workplace today?

74 Cross-Industry Model

Companies from around the globe are betting on differentiated offerings in a bid to capture value they could not reach alone

75 Life Lessons

Five entrepreneurs talk about their childhood heroes and how they've shaped their business aptitude around early impressions.

INTERNATIONAL

76 The Top Talent Trick

By offering workplace flexibility, startups are attracting executives they otherwise couldn't afford.

77 One Size must fit all

These founders encountered the global challenge of creating the right size from a reusable shopping bag

78 Bigger than big

Michael Strahan was a star NFL football player. Then he retired and faced the ultimate question: How do you redefine yourself in a world full of unknowns?

84 Boss or Friend?

How to find and set personal boundaries that work best for you while operating in office.

LIFESTYLE

88 My Backpack

Sherina Kapany, founder of sunSTRATEGIC talks about five things she always carries in her backpack.

90 The Corner Room

Ever wondered how earthy and minimalistic designs could change your mood in cabin where you spend your entire day

92 My House

Home, our abode of comfort and relaxation, with added artsy tangent to its interior design

94 Toolbox

Pradeep Dadha, Founder and CEO of Netmeds.com reveals about his life beyond business.

96 Books

Books shape our ideation and thinking. Read what Coverfox founder Devendra Rane has learnt from them

98 The Other Side

What does it take to be a fierce kung-fu fighter? Learn the tricks of the trade from Bounce co-founder Vivekananda Hallekere.

FRANCHISE OPPORTUNITY



A PIZZERIA CHAIN THAT SPECIALIZES IN
NEW YORK STYLE PIZZA



Think
BIG.
Eat
BIGGER.

Areas available: Delhi NCR, Mumbai, Chennai, Hyderabad, Bangalore and Kolkata



630+
Outlets

28
Countries

60+
Years
Experienced



FOR FRANCHISING QUERIES, PLEASE CONTACT:
9810184898 | info@franglobal.com

FranGlobal[®]
International Market-Entry Specialist

India | UK | Canada | Singapore | Greece | Australia | Bangladesh

Entrepreneur

EDITOR IN CHIEF Ritu Marya

EDITORIAL

DEPUTY EDITOR

Punita Sabharwal Kapoor

SR. COPY EDITOR M. Saad

SR. CORRESPONDENT Mohit Sabharwal

FEATURE WRITERS

Kartik Sood & Nimisha Gautam

ART

SR. ART DIRECTOR Manish Raghav

ASSISTANT ART DIRECTOR Rajeev Kumar

SR. GRAPHIC DESIGNER Shailendra Jethuri

ENTREPRENEUR.COM

ASSOCIATE EDITOR Aashika Jain

FEATURES EDITORS Pooja Singh & Priyadarshini Patwa

SR. CORRESPONDENTS Vanita D'Souza & Madhurima Roy

CORRESPONDENTS

Nidhi Singh & Komal Nathani

FEATURE WRITERS

Aastha Singal & Bhavya Kaushal

ADVERTISING

REGIONAL HEAD-SALES

Kapil Jaiswal #9911281658

kjaiswal@startupppublication.com

FRANCHISE & BUSINESS

OPPORTUNITY ADVERTISING

CHIEF EXECUTIVE OFFICER

Ashita Marya #9810092379

ashita@entrepreneurindia.com

SUBSCRIPTION/CIRCULATION ENQUIRIES

Tel: 0129-4228800 #9311148342,

magazine@entrepreneurindia.net

CHAIRMAN Gaurav Marya

PUBLISHER Sachin Marya

CORPORATE OFFICE

405 B, The Pinnacle,
Hotel Vivanta by Taj,
Shooting Range Road,
Faridabad - 121 001

MUMBAI OFFICE

Unit 11A & 11B, Ground floor,
Technopolis Knowledge Park,
Mahakali Caves Road, Near Nelco Bus Stand,
Andheri (E), Mumbai - 400093

DELHI OFFICE

4th - 5th Floor, Charmwood Plaza,
Eros Garden, Charmwood Village,
Surajkund Road, Faridabad - 121009

PUNE OFFICE

Office 203, 2nd Floor, Siddhivinayak
Aurum, Behind Eden Garden Society, Nagar
Road, Viman Nagar,
Pune - 411014, Maharashtra

BENGALURU OFFICE

#2, Second Floor, Church Street,
(Opposite to Starbucks),
Bengaluru-560 001

HYDERABAD OFFICE

H.No. 8-2-293/82/A/68,
Plot No. 68, Road No.1,
Jubilee Hills, Hyderabad - 500 033

CHENNAI OFFICE

Unit 704, 7th floor,
Capital Towers, 180,
Kodambakkam High Road
(Opp Hotel Palmgrove),
Nungambakkam,
Chennai - 600 034

KOLKATA OFFICE

Merlin Infinite, Unit No. 502, 5th Floor India,
DN-51, Sector V, Kolkata- 700091,

ENTREPRENEUR MEDIA INC.

CHAIRMAN Peter J. Shea, PRESIDENT/CEO Ryan Shea

EDITOR IN CHIEF Jason Feifer

Published by Franchise India under license from Entrepreneur Media, Inc., 18061 Fitch Avenue, Irvine, California 92614 USA. ENTREPRENEUR® is a registered trademark of Entrepreneur Media, Inc. This publication is sold and distributed with the understanding that Publisher is not warranting the accuracy of the contents herein nor is it promoting or endorsing any third-party businesses or products/services referenced herein. While Publisher considers the sources of the information contained herein to be reliable and verifies as much of that information as reasonably possible, reporting inaccuracies can occur and readers using that information do so at their own risk. Each business opportunity and product/service herein offered contains certain inherent risks. It is therefore advised that anyone considering investing in or purchasing any such opportunities or products/services first consult with and seek the advice of appropriate experts, including financial advisors and attorneys. This publication and its contents are protected by international copyright registered to Publisher and Entrepreneur Media, Inc. Consequently, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form and by any means without the prior written permission of Publisher.

FRANCHISE INDIA
Ideas For Tomorrow®



TIME TO TRANSFORM



Training &
Induction



Approved
Associate



Periodic
Review &
Measures



Plan to Profit
Business Growth
Guidance

FRANCHISE FACTS

Area: 5000-10000 sq.ft.

Investment: 2 Cr- 3.5 Cr.

Expansion: Pan India

- Know to the celebrity world with a proven track record
- KGG has association with Global Educational Platform
- Online and face to face staff support & training system



For further enquires please call +91-9312070576 | health@franchiseindia.in

what's on entrepreneur.com?

Top Interviews



Planning to Join Your Family Business? Anand Rathi's Priti Rathi Gupta Breaks Myths Around it



The Sustainable Development Goal of Solving Hunger with founder of ShareTheMeal, Sebastian Stricker



This Single Mother is Helping Families across the World through a Parenting App

Top Videos



3 Simple Ways to Cultivate A Happy Workplace in 2019



Baba Ramdev tells Entrepreneur India Patanjali to Go Global



Smart home NX CEO, Dhaval Doshi Takes Us On His Smart Home's Tour

Top Listicles



#8 Marathons That Show There Is More to Life than Just Your Corporate Office



These Apps Will Aid Millennials to Combat Mental Health



Why Workers in Asia Need to Have a Break from Work

Top Contributors



SERGE SALAGER Founder and CEO, RetargetLinks and Visualping, Are Corporate Accelerators Better for Startups than Traditional Ones?



AJAY PODDAR Managing Director, Environics Passion and Mission – The Bedrock of a Successful Enterprise



PRAVEEN VASHISTHA Founder & Director, Gxpress Solutions (India) Pvt Ltd & Courierwalaz Future and Growth of Transportation Market by 2020

World's favorite F&B Brands now in India!



UK's leading F&B Company SSP Group is the dedicated operator of more than 400 food and beverage brands Worldwide. With a heritage stretching back over 50 years, SSP Group is serving millions of customers over 30 countries across the Globe. The Group is pleased to present the outstanding business opportunities for their World class brands in designated territories across India through **WIB (World Iconic Brands)**.



UK's leading chain of speciality cookies, coffee & cupcakes store.

International chain of coffee shops specialising in hand crafted coffee.



Australia's favorite all day dining cafe of savory crepes, waffles, pancakes and more.

— CONTACT —



PAT ON THE BACK

HCL and IBM are two of the most talked-about players in the IT space and the former acquiring the latter's software products is big news. The way their collaborated timeline is presented adorable and their foes-to-friends journey is stupefying.

Geeta Mathur, Mumbai

INTERESTING READ

The story on the major upcoming industry trends was a quick, interesting read to check what's coming up next. The article has summed up interesting views from some of the biggest experts of APAC region. Well worth a read!

Stutee Agarwal, Delhi

A COMPLETE PACKAGE

I really like the story on co-living space in the January issue of your magazine. It was a complete package for a reader. The story was very well-structured and designed. It gave an in-depth insight about the Indian co-living spaces. As not many people know about this concept, it was an interesting read.

Sohan Singh via email

TOKEN OF APPRECIATION

I have subscribed to Entrepreneur India magazine due to its informative content. I have implemented practices shared by successful businessmen to my growing enterprise. And I kid you not, they have worked like wonders for me. Several of the stories keep me motivated to keep growing and one day who knows I might make it to the columns of your esteemed monthly.

Abhimanyu Malhotra, Haryana

JOIN US

INDIA EDUCATION CONGRESS 2019
12-13 February, JW Marriot, New Delhi

SMALL BUSINESS AWARDS 2019
13 February, JW Marriot, New Delhi



“In business you have to be careful where you are spending every penny.”

Shikar Dhawan,
Cricketer and founder,
DaONE Home



“Wedding Planning is a trust-based business and that’s the only thing you have to track.”

Tapsee Pannu,
Founder, The Wedding Factory



“We need to go back to the pre-1991 era to protect small businesses from the ruthless competition.”

Venkatesh Athreya,
Economist

Dear reader, got a thought, a question, an idea, a story or a comment? Write to us at editor@entrepreneurindia.org



DELIVER

DIRECTLY TO

RETAILERS

Call The Logistics Experts

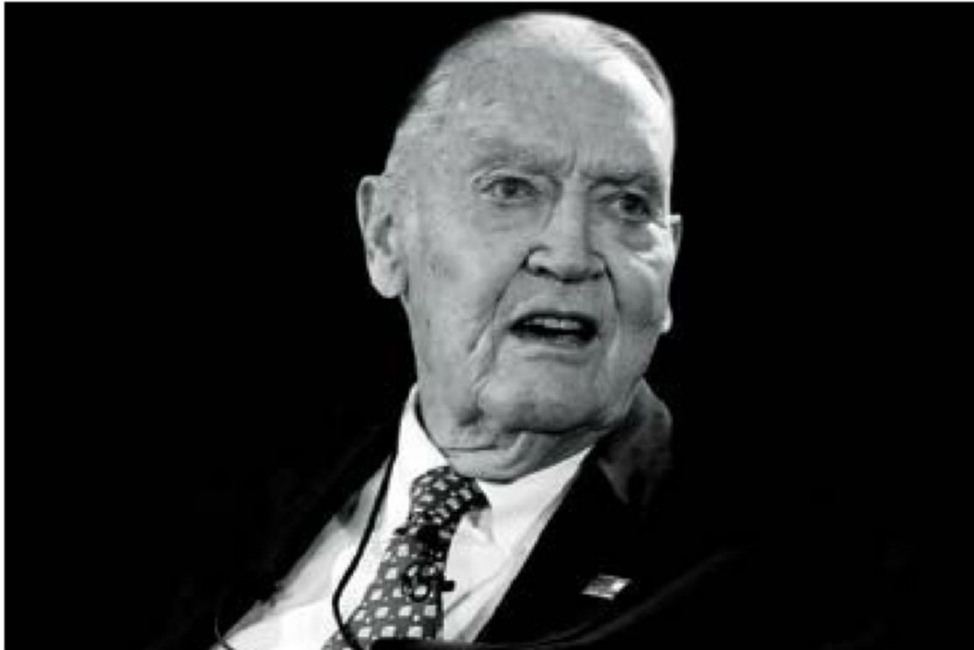
Lead The GST Revolution

With GST, now you can deliver smaller consignments directly to retailers or customers anywhere in India. Reduce your costs significantly by eliminating the intermediaries from your supply chain. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics Network, covering **all 23,008 Pincodes** of India.



ODE TO THE ENTREPRENEUR

John Bogle — Hero of Amateur Investors — Passed Away at 89



Entrepreneur, philanthropist, investor and the brain behind index fund, John Bogle passed away last month at the age of 89. Co-founder of Vanguard Group (founded in 1975), Bogle could have been among the few billionaires in the cemetery where he was buried had it not been for his decision to let his customers own the funds. At Vanguard, it was the investors who ran the show, external shareholders had little to do with the action.

It was in the mid '70s that Bogle gave America a mutual fund that emulated the Standard & Poor's 500 Index. Bogle had been studying closely the stock market ever since his university days. He wrote his thesis "The Economic Role of Investment Companies" and soon

after, he joined Wellington Management in 1951, where he worked till 1974.

In 1976, the Group launched Vanguard 500 Index Fund, after two decades of slow progress it finally took off in the mid '90s. Around the same time other fund groups began following the suit.

Born on 8th May, 1929 in Montclair, New Jersey, Bogle grew up in a family, which was once prosperous and but lost it all in the stock market crash of 1929. Due to misfortunes, his family constantly strived to keep heads above the water during the Great Depression days. Even though he made huge fortunes upon growing up, yet he refrained from spending extravagantly. He is famous for boasting about wearing a 30-year-old coat.

What Vanguard did to investors was more than giving them the average returns on investments. It

minimized costs effectively and defied conventions of the industry by removing the one percent fee. This meant a lot to an amateur investor. And that's why Vanguard was hugely successful. But his 21-year-long association with the company ended in 1996. Some reports suggest that he was sidelined by his partners.

Bogle wrote books such as *Common Sense on Mutual Funds* (1999) and *The Clash of the Cultures: Investments vs Speculation* (2012) among others, which did extremely well. He was quoted as saying somewhere, "Successful investing involves doing a few things right and avoiding serious mistakes." Following the same, he managed to amass a fortune worth \$80 million in his lifetime and was hugely popular among "Bogleheads". He is survived by his wife Eve Bogle, two sons and four daughters.

Thomas Merton, the American monk, pointed out that we may spend our whole life climbing the ladder of success, only to find when we get to the top that our ladder is leaning against the wrong wall. I want to use my Sundays to ensure my ladder's leaning against the 'right wall...'

ANAND MAHINDRA

Chairman, Mahindra Group

Having a productive 14 hours a day consistently is difficult. A lot depends on what you're doing in the other 10. Fill them up with good habits. Eat Well, Workout, Meditate, Find Good Company & more. Take care of the inputs and the outputs will take care of themselves.

KAVIN BHARTI MITTAL

Founder and CEO, Hike App

Nothing will remain #original for too long, as someone may build on a good idea and make it better and own it.

DR N S RAJAN

CEO - IDFC Foundation

@Nandan Nilekani is our country's un-official CTO. How about GOI making him officially one? Having a CTO role will be so progressive for India.

SACHIN BANSAL

Co-Founder, Flipkart

"Poker is a combination of luck and skill. People think mastering the skill part is hard, but you're wrong. The trick to poker is mastering the luck." - Jesse May Also true for startups.

KUNAL SHAH

Founder, CRED, FreeCharge





Inviting Area Franchise

800PIZZA®

ONE OF THE BEST
TRADITIONAL & AUTHENTIC
**ITALIAN
PIZZA
BRAND**
FROM DUBAI

Dubai's popular Pizza/ Quick Service Restaurant Chain
is looking for Area Franchise Partners

USP

- Italian handcrafted Pizzas served in Roman Style
- Signature Tiramisu & other Italian delicacies
- HACCP certified & accredited
- Italian wood fire ovens
- Awarded as 'Superbrands-UAE's Choice' in 2014, 2015 & 2018

**FRANCHISE
FACTS**

Investment: 1.4 Cr

Area Required:
400-1000 sq.ft.

EXPANSION

Chandigarh | Delhi NCR | Jaipur | Kolkata | Ahmedabad | Surat | Indore
Pune | Mumbai | Vizag | Hyderabad | Bengaluru | Chennai | Kochi

For Franchising Queries:

+91 7065503335 | dhiraj.trakru@franglobal.com

Brought to you by

FranGlobal[®]
International Market-Entry Specialist

Three Ps for Success: Passion, Perseverance, Performance



NIRANJAN HIRANANDANI
Co-founder and Managing Director, Hiranandani Group

PERSEVERANCE MEANS WORKING DILIGENTLY AND RELENTLESSLY TO ACHIEVE GOALS AND STAYING GLUED TO A TASK DESPITE FACING COLOSSAL PRESSURE AND IMPEDIMENTS.

Time for a majority of us is a commodity better spent on entertainment and wellness rather than ‘wasted’ on ceaselessly working on a task in the face of challenges. For Next Gen, with its extremely limited attention span, focusing on quick fixes and solutions is the way forward. But a good question to ask here would be – is the success achieved by this path transient or permanent?

An answer to this can be found by looking around and also in the past to understand what goes into the making of a successful entrepreneur. Scores of people believe that talent is the principal reason for people to become successful. But the actual truth is that it is passion, which enables successful people to persevere to reach their goals. Passion holds multiple meanings for people while for some it’s called ‘fire in the belly’ for others it’s termed ‘an obsession’. Basically, passion is an intrinsic desire to selflessly give your best to something – it could be a project, your work, a cause, a human being et al. It is passion which fires up an individual motivating him/her to ceaselessly work without thought of self toward the cause. Passion could also be for perfection. It is this passion for excellence



which makes sculptors and artists ruthlessly tear apart their works of art if they fail to meet their level of expectation and start afresh with the same gusto. Today, Vincent van Gogh’s “Starry Night” and other paintings rank among the most recognized and valuable paintings. Throughout the artist’s life, he only sold one painting to a close friend. But that didn’t stop him from painting over 800 other pieces whilst starving and finding it hard to make ends meet. Why? Because he was passionate about painting and did it for the love of art without any expectation of remuneration.

Passion is gaining acknowledgment as a key ingredient for success at the individual, team and organizational levels. Research in the corporate sector over the past two decades indicates that when people are in jobs that enable them to play their strengths, they are far more likely to exhibit elevated levels of passion for the task at hand and strive to go ‘above and beyond’ to achieve stupendous results. Passion is also mandatory in order to deal with rapid changes in the business environment. What does a passionate person do when faced with obstacles? The easiest option is giving up or maybe taking a break! It is here that the second quality of successful entrepreneurs comes to the fore viz perseverance.

Perseverance means working diligently and relentlessly to achieve goals and staying glued to a task despite facing colossal pressure and impediments. It ascertains single-mindedness and discipline to establish the productive routines and habits which are primary requisites for excellence. People high in grit don’t deviate from their goals. Even in the absence of positive feedback and in the face of adversity, they continue investing their time and effort day after day in a challenging task. They fall down fifty times, yet get up with the same energy for the fifty-first time ready to tackle the task in another innovative way.

It is perseverance, which stokes the ‘never say die’ attitude in a passionate entrepreneur. It leads to out-of-the-box thinking and coming out with innovative solutions and strategies. A recce of successful entrepreneurs and leaders across all sectors – business, arts, sciences, politics et al – reveals an underlying commonality: all of them are propelled by passion and perseverance. Add to this the driving need to perform outstandingly in their chosen field and you have a sure shot success formula in place – Passion + Perseverance + Performance!

Just remember that no matter what curveball life throws, success is just around the corner for those passionate performers who are brave enough to persevere. 🙌

DUBAI'S POPULAR ICE CREAM BRAND IS LOOKING FOR FRANCHISE PARTNERS IN INDIA



ICE-CREAM LAB

THE FRESHEST ICE CREAM YOU'LL EVER HAVE



USP

- Global Presence in UAE, Saudi Arabia, Oman, Iraq, Nigeria, Bahrain
- Molecular gastronomy freezing concept
- Made-to-order ice cream
- No added sugar, No additives, No preservatives, No emulsifiers
- 100% fresh and organic,
- Made with Real California Milk
- Live stations

FRANCHISE FACTS:

Investments
Exclusive Area Development rights-
35 Lacs onwards

Area Required
150-650 sq. ft.

Expansion in India:

- i. Area developers in Pan India
- ii. Unit franchise partners in Telangana & Andhra Pradesh

For Franchising Queries, Please Contact:

Mohit Sharma: +91 7290068954 | mohit.sharma@franchiseindia.net

Brought to you by

FranGlobal[™]
International Market-Entry Specialist

The Most Underrated Difficulty in Southeast Asian E-Commerce



JACK FARRELL
Founder, PawedIn

WITH FOUR MILLION INTERNET USERS COMING ONLINE EACH MONTH ACROSS THE REGION, MARKETPLACE MANAGEMENT SOFTWARE COMPANIES ARE IN A GREAT POSITION TO RIDE THE E-COMMERCE WAVE.

Between now and 2025, e-commerce in Southeast Asia is expected to grow eightfold and hit \$102 billion in sales. Despite the enormous growth potential, the region is extremely difficult for brands to tackle due to its fragmentation across the 10 ASEAN countries. On top of regulatory differences, unique languages and geographical difficulties, the most underrated challenge for brands, who want to win online face in Southeast Asia, is marketplace management. Marketplace management is the dynamic management of inventory, prices, order processing and shipping across multiple e-commerce platforms.

HURDLES AHEAD

This is a real challenge in the region because of the multitude of e-commerce platforms attracting significant traffic month over month. For example, in Indonesia (according to Similar Web), five different e-commerce platforms rank in the top 50 of total online monthly traffic, including Tokopedia (37.6 million), Bukalapak (27 million), Shopee (15.3 million), Blibli (11.6 million) and Lazada (7.9 million).

Malaysia's breakdown looks like this: Lazada

(12.6 million), Shopee (11.1 million), 11street (4.4 million) and Mudah (3.6 million).

In the United States, the e-commerce marketplace is much less fragmented. Here is a breakdown of the three horizontal e-commerce marketplaces in the top 50 of total traffic in the country: Amazon (1,500 million), Walmart (166.5 million) and Target (88.6 million).

FINDING SOLUTIONS

This articulates the relative uniqueness of this challenge to Southeast Asia; however, it does not mean that it's not a challenge worth fighting. According to Alex Rankin, Group CRO at aCommerce, for brands in 2019, having this complexity and attempting to execute across multiple online channels and markets is no easy task. It's just the stakes are too high to not be able to do it right.

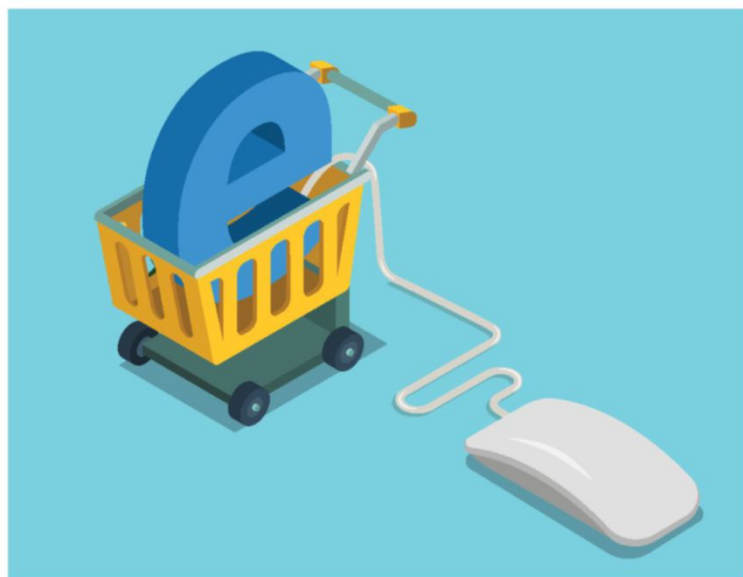
As a result, many smart entrepreneurs are building companies to tackle this problem, including SingPost, Hashmicro, SelluSeller (product of Anchanto), CombineSell, SiteGiant, webShaper and Red Dino.

The value proposition provided by these companies is a single platform for multi-channel marketplace management. This saves time, money, efforts and resources.

However, Anchanto founder Vaibhav Dabhade describes the opportunity as much larger than providing a platform to handle the operational aspect of listing products across marketplaces. It's about the data that ultimately leads to better decision-making for businesses. He believes that brands want to have real-time access to sales promotion data when operating an online multi-channel selling model because having this data and visibility enables them to change model and partners swiftly if required.

With 78 per cent of ASEAN small-and-medium-sized businesses (SMEs) planning to invest in software between now and the end of 2019 and four million Internet users coming online each month across the region, marketplace management software companies are in a great position to ride the e-commerce wave. That is why these companies have captured the eyes and wallets of venture capitalists. Innosight Ventures, MDI Ventures and Cocoon Capital all have exposure in this segment of the e-commerce value-chain in Southeast Asia.

As e-commerce continues to grow in the region more challenges will arise because of the uniqueness of Southeast Asia. But, there is no doubt innovative solutions will be brought to the table by the region's growing base of talented entrepreneurs. 📍



America's Global

CHICKEN-BASED RESTAURANT CHAIN

N O W I N I N D I A



10
Countries



400+
Restaurants



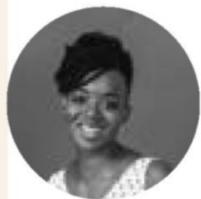
FRANCHISE FACTS

Restaurant Format	Franchise Fee	Total Investment	Agreement
Food Court/QSR	INR 10 Lacs	INR 45 Lacs	5 Years
Casual Dining	INR 15 Lacs	INR 75 Lacs	5 Years
Casual Dining + Bar	INR 20 Lacs	INR 1.2 Cr.	5 Years

Area Developer & Multi-unit option is available

Expansion: South India & Pune

Are Successful Entrepreneurs from a Different Planet?



TANDADZO (Tando)
Venture Capitalist,
Innovation Consultant,
Serial Entrepreneur

ONCE YOU ARE SUCCESSFUL ENOUGH, THE WORLD THAT ONCE CALLED YOU DELUSIONAL WILL SUDDENLY ACCUSE YOU OF HAVING SUPERNATURAL ABILITIES.

Those who have the ability to see the future, predict unprecedented opportunities and foretell looming adverse conditions are said to have a gift. A view perpetuated by popular media, which never seems to tire of imagined oracles and time-travelers. In reality, however, anyone who professes to have such abilities is often a social pariah. They are the placard-wearing men standing by the street corner, declaring that the end is near. At every turn, we ignore them and disparage their outlandish claims. That is, of course, with the exception of one select sub-group that dabbles in future-telling — the entrepreneur. It would seem that they are the only socially acceptable version of an oracle or soothsayer. They are bold (or mad) enough to believe they have the foresight and insight to build solutions for latent problems. In the domain of entrepreneurship, the more brazen your predictions, the more people will pay attention and therefore, greater the likelihood of finding yourself funded.

So, how do you know if you are a visionary or simply suffer from delusions of grandeur? Here are five things visionary entrepreneurs have that their deluded counterparts do not have:



FOCUS

Successful entrepreneurs should have razor-sharp focus. Your vision should be crystal clear and spoken with conviction, so much so that people will think you have traveled to the future. When it comes to communicating this focus to others, remember less is more, so swap buzzwords for practical descriptors and always K.I.S.S (Keep It Simple Stupid).

PURPOSE

Visionary entrepreneurs need to know their “whys”. Even in history or fiction, the difference between a prophet and a conman is their motivations. So, be sure to evaluate the real reasons you have chosen to do what you do. Once you have your “why” make sure you are able to concisely and consistently articulate your purpose and that of your business.

KNOWLEDGE

Your opinions should be based on one thing: facts. Your business rationale cannot be founded on your intuition and certainly not your premonition. So, from the initial validation stage you should be building a bulletproof fact-based case to support your version of reality. As an entrepreneur, you should strive to be a thought leader in your startup’s focus area. This doesn’t mean you should know everything, it just means you need to show a desire to continuously learn more.

CONNECTIONS

The size and openness of your network is the leading predictor of your success and a critical component of succeeding as an entrepreneur. To be a visionary you must amass a network of believers. These advisors, mentors, advocates and brand ambassadors will not only support your pursuits, they will champion your ideas. Your “believers” give you invaluable access to what they know, as well as who they know.

PERSEVERANCE & PATIENCE

Most great entrepreneurs are keenly aware that to survive they must be ready to fail fast, fail often and fail again—all without losing enthusiasm. So be ready to be called crazy, be ready for eyes to roll and people to scoff with scepticism. Be ready to do this over, and over, and over again with a smile on your face until you succeed. Still can’t figure out whether you are a mad (wo)man or an oracle? Well, you probably don’t have to. Once you are hugely successful, the world that once called you delusional would accuse you of having supernatural abilities. Lest we forget the “Elon Musk is a time-traveler from Mars” debate of 2017. So the true test of whether you are visionary or delusional will be your success.

**INVITING
FRANCHISEES**



MUJOSH

Cutting-edge fashion eyewear from Hong Kong

1000+ Stores Worldwide

Fast growing category

Uber-cool stores

Premium locations

Efficient economics

Excellent support

Sunglasses & spectacle frames

300-400 sqft stores

Delhi, Mumbai & Bengaluru

INR 40 lacs investment

36 months payback



For further enquires please call +91-9312070576 | retail@franchiseindia.in

Artificial Intelligence: The Future of Everything



KIRAN KARNIK
Former president of
NASSCOM and author of
*Evolution: Decoding India's
Disruptive Tech Story*

THE HISTORY
OF ALL NEW
TECHNOLOGIES
BEARS EVIDENCE
TO THE FACT
THAT WHILE NEW
TECHNOLOGIES
MAKE SOME
JOB ROLES
REDUNDANT,
THEY CREATE
MANY NEW
ONES.

Amongst the many new technologies which have attracted wide-spread attention, artificial intelligence (AI) is probably the foremost. Comments and reactions range from phenomenal excitement about its possibilities to gloom and doom scenarios. For many, AI – along with the related areas of automation and robotics – raises serious fears about job losses. Some others have a bigger concern: AI will take over and humans would become “slaves” to robotic masters. However far-fetched this may seem, it is not without substance and even tech leaders like Elon Musk have expressed serious worries. Yet, AI presents huge opportunities too. It not only has vast economic and business potential, but can also make our lives easier and better. In day-to-day life, AI-powered “assistants” have already become a boon.

HUGE POTENTIAL

In manufacturing and services, AI-powered automation is creating fundamental changes. Job functions like painting or welding in factories and software coding, testing or call-center associates are being automated and now cease to exist in many places. As AI gets more

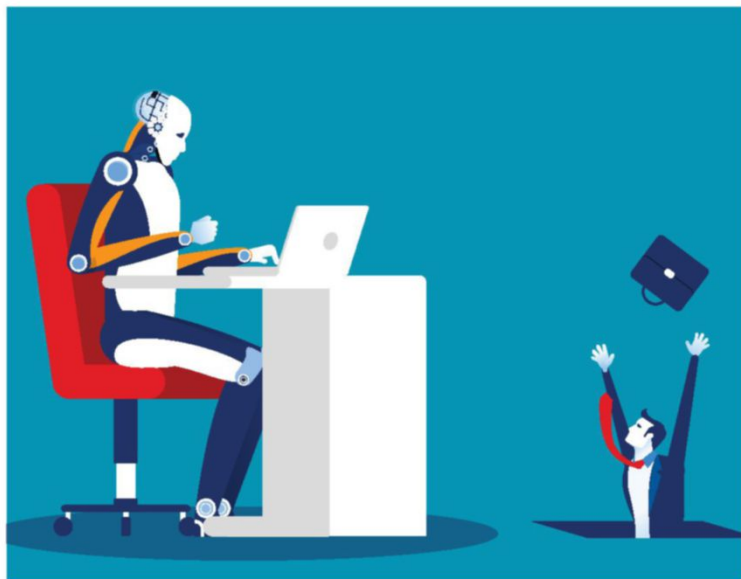
sophisticated, it is clear that more job roles will disappear. Does this mean a jobless world? Will machines take over and, if so, what will humans do? These are, indeed, relevant and fundamental issues. Yet, the history of all new technologies bears evidence to the fact that while new technologies make some job roles redundant, they create many new ones and, in fact, more jobs are created than those that go away. The issue then relates to re-deploying and re-skilling for new jobs. Life-long learning is not just a nice cliché; it is a true need. Here technology – and some of the same elements that are responsible for job losses – comes to the rescue. For, it is through tech that one can quickly, easily and conveniently (any time anywhere, any device) learn new skills.

CLOSER TO HOME

India is well-poised to take maximum advantage of the new technologies: our stage of development means that we are not as invested in out-dated and legacy systems, and can therefore more easily make the move to new-age manufacturing and delivery of services. AI helps to reduce wastage and optimize resource use: considerations that are important to a resource-scarce country like India, even as such optimization helps to minimize any adverse environmental impact. Simultaneously, more favourable capital output ratios will mean a stronger economic performance.

At the same time, India's software capability positions it well to absorb and use AI and related technologies. Its large population and the spread of mobile phones, bank accounts, and many government schemes means that there is also a very large amount of data of all kinds available. The question that comes up is whether India can be not only a user, but a global leader in AI development. A focussed mission-orientated approach – akin to that followed successfully by ISRO – involving government, academia and industry is a vital element. Much greater investment in R&D is certainly another, and India is lagging behind on this. Third, we need to provide an impetus to startups, which inevitably are nimble and innovative. Fourth, the government needs to throw open the vast data bases. Finally, the IT industry must move from being a user of AI to the level of beginning to develop the next generation of AI and its applications.

All this and the rapidly growing use of AI in a wide spectrum of areas, from home to office to factory, presents big entrepreneurial opportunities. Surely, budding entrepreneurs will take up the challenge and create a new wave of growth, just as the IT services industry did in the last decade. ☺



INVITING FRANCHISEES



chaiiwala®

UK's iconic cafe chain of
Indian traditional street food with modern twist.

FRANCHISE FACTS

Investment

25 Lacs
Onwards

Expansion:

Delhi (NCR), Punjab, Maharastra
Telengana & Tamil Nadu

Area Required:

150 Sqft.
Onwards



Officially
British
Franchise
Association
Approved
Brand



For more detail contact: **Rahul Sharma 72900 54492 | rahul.sharma@franchiseindia.com**

IS INDIA READY TO VROOM?

With traffic jams prevalent in all major Indian cities, bike-taxi service has come as a relief for many. Yet, it remains questionable whether this service is tailor-made for India, considering the limitations of two-wheelers and preferences of Indian users. Even four years after its launch, the segment is still grappling with problems but there is a huge untapped market potential that might make all the difference in the coming years.

By Kartik Sood





tuck in traffic gnarls, congested roundabout bottlenecks in the peak hours during time crunch is when people look for the fastest, alternative way of commuting. Reaching one's destination in a cheaper and convenient manner is what matters the most. When Debvrat started his first job at a media house in Delhi-NCR area, he used to hire cabs whenever he was running late. "A major portion of my salary went on cab fares. Still, the time taken to traverse the distance didn't make much of a difference. I was usually late despite shelling so much money," he says. But with the entry of players like Rapido, Baxi, Bikxie and Pooltoo, the ride has become smoother, cheaper, convenient and faster for him. He is one of the many millennials who try to save money on their daily office travel in the era of bike-taxi. A new entrant in the ride-hailing segment, its USP of bringing the last-mile connectivity. Bike-taxis have been around in the Indian market since 2015, Rapido was the first player to launch its app. According to World Moto, the global auto-taxi market generates \$500 million, accounting for 20 million bike-taxis plying on the roads. India has around 75 percent more two-wheelers than cars, which accounts for almost 300 million two-wheelers. There are 150 million on-road two-wheelers in India with 16 million growing on an annual basis. If only 10% of the running bike riders opt to ply as bike-taxis, then Indian market could be estimated at a whopping \$38 million. This figure is accrued, considering that only 10 percent of the market potential is explored. The existing infrastructure should be strong enough to tap the prospective consumers. But the scenario is fairly skewed in this respect. In other Asian countries, the concept was introduced two-three decades ago and is highly successful as opposed to India where it is still in its nascent stages. "The e-rickshaws ferrying four people at Rs 10 per person had already captured that area. The autos charge 60-70 bucks for places that are only 3 km away. We found a middle-ground, where a market could exist providing the last-mile connectivity solution to the citizens," says Ashutosh Johri, co-founder of Gurugram-based Baxi.

Thriving despite Challenges

In India, the basic law that regulates the transport means is Motor Vehicles Act, 1988. The Act states laws governing all aspects related to motor vehicles

pertaining to personal drives, vehicles being used for commercial use, licenses and permits required, liability in cases of accidents and adjudication of claims.

There was already a culture of bike renting in Goa, long before Rapido tried to deliver the concept across India. Subsequently, Haryana became the second state in India, after Goa, to allow motorcycles to be used as a mode of public transport. After several states levied bans on the two-wheeler taxis plying on the road, the Union government stepped in and asked the state transport authorities to formulate rules as per convenience of the area. The central government through a notification in October 2015 asked all states to follow an advisory on licensing, compliance and liabilities for bike-taxi aggregators. Thus, the regulatory aspects of this class of taxis have not been very clear in India. So far, only 14 states have framed the rules following the Union government directive. Any vehicle, therefore, running for any commercial purpose such as a taxi or as for deliveries will be first required to obtain clearances from the Transport Offices of the States that they want to run in. Thailand was the first country to introduce laws to regulate bike-taxis when framed them in 2005. "We persisted and persuaded the authorities in Haryana to allow the bike-taxis in Gurgaon. As a result the first bike-taxis in city were launched with yellow number plates," says Ashutosh.

Aravind Sanka, co-founder of Bengaluru-based Rapido says that the laws are made for existing market and any disruption in the economy requires a new rulebook. "Any avant-garde concept won't easily align with 40-50 years old regulations. That is why we have pitched three advantages

RAPIDO

Founded: 2015
Funding: USD 6 mn
Orders per day: 70,000
Presence in: 25 cities
Associated fleet: 4,50,000

BIKXIE

Founded: 2016
Funding: USD 20 mn
Orders per day: 20,000
Presence in: 11 cities
Associated fleet: 1,000

POOLTOO

Founded: 2017
Funding: USD 110K
Presence in: 6 cities
Orders per day: 100
Associated fleet: 10,000

BAXI

Founded: 2015
Funding: USD 1.5 mn
Orders per day: 8,000
Presence in: 14 cities
Associated fleet: 850

DOT

Founded: 2015
Funding: Bootstrapped
Orders per day:
Presence in: 22 cities
Associated fleet: 2,500



L-R: Baxi Co-founders Ashutosh Johri and Manu Rana; Pooltoo co-founders Nancy Martin, Sarita Mishra and Aradhana Jha; Dot Managing Director Vineet Mehra; Rapido co-founders Aravind Sanka, Pavan G and Rishikesh Sr; Bikxie, Co-founder Divya Kalia



logistics, serving both people and packages with the promise of giving back to the environment and ensuring that we are not harming the environment." Now, Rapido is already undertaking 75,000 trips a day — the number of trips were a mere 7,000 in May last year. "We have showcased 10x growth in the past year. We will raise \$20 million in coming 2-3 months. For the past few months, the growth has been exponential, and promises a huge potential," Sanka says. Rapido also acquired Getbike in May 2018.

Finding Sustenance

Many of these startups found that several passengers hail rides only during the peak office hours in the morning and evening, and they remain idle during the large part of the day. Thus, some of these entities started a trend of carrying out deliveries during the time of low tickets. Baxi entered into partnership with Mother Dairy and Patanjali Ayurveda while Rapido inked pacts with pharmacies and local supermarkets. Quick service restaurants like McDonald's, Burger King, Subway and Swiggy have employed the services of Dot. "In the grocery delivery segment Amazon, Nature's Basket, Big Basket and Grofers have also partnered with us while we have also made inroads in the e-commerce side, working with Bluedart, DHL, Amazon, Aramax and Walmart. These are some of our major customers," says Mehra. While Johri does not align with the views of Bengaluru-based startup as he had witnessed a thriving market in the Middle East and Africa. "It is only a part-time income source for people who want to cover their out-of-the-pocket daily expenses. It can never be a full-time job as doing 30 trips a day for making 1,000 bucks is back-breaking — unlikely but possible. Moreover, for a ticket size as small as Rs 20-25, you cannot give incentives to the associates," stresses Johri. Many of the startups have not been able to achieve the breakeven but are operationally breakeven. Baxi had therefore partnered with Bajaj Finance and TVS Credit service to give 100 percent bike loans to the bike owners. "We earn a certain amount on the finance part and also on the Baxi kits that we provide to the riders. We are just aggregators," Johri says.

Though, Pooltoo has over 10,000 registrations on its platform but only 10 percent of the associated fleet is active with an average of three trips per associate. While Rapido is the only one that has been able to garner a considerable amount of investment and generate profit.

Nitin Singhal, lead investor of Baxi while backing the prospects said, "Bike-taxis are here to stay in India because they are economical for single commuter in a price conscious age. We see them being plied widely as last-mile connectivity vehicles from railways and depots to nodal points. Earning small revenue per ride is difficult for riders to make good money. But fundamentally in a price sensitive market low-cost customer alternatives survive naturally." 📍

of our segment to all governments. Firstly, we generate a lot of employment. Secondly, we provide a respite to the traffic problem and thirdly, the pollution caused due to carbon emissions is also reduced," stresses Sanka, while battling for easing norms for the bike-taxis. Later, there was Bikxie, launched in 2016, bringing women bikers to the fore. Mohit Sharma, co-founder of Bikxie says that the investments had dampened during the 2015-16 and after the bans and stringent government regulations the investors refrained from pumping anymore funds.

After several attempts and market research, three female friends — Aradhana Jha, Nancy Martin and Sarita Mishra — launched Pooltoo in late 2017. "We did not want inventory model so we served as aggregators only. Now, we are thinking of bringing e-bikes as well under our umbrella. It is a capital-intensive move for which we will need to raise more funds," says Martin. If these obstacles weren't enough, orthodox attitude of Indian consumers toward any novel project caused more hiccups for them. Earlier, consumers complained about dirty helmets and hygiene issues but now, some startups like Rapido have begun offering passengers helmets coupled with hair caps, wet wipes to freshen up after the ride and insurance coverage against accidents for both rider and pillion.

Catching Up

While Tuwheelz, Rideji, Headlyt, Heybob and Zingo shut down operations citing dearth of investments, existing market players believe that the bike-taxi industry is yet to see the surge. The year 2018 saw the startups witnessing a glimpse of that turnaround. Dot, a bootstrapped electric bike-taxi startup logged over Rs 22 crore of turnover in 2018. Vineet J Mehra, the managing director says, "We wanted to get into



Changing the Paradigms of Stock Market

Anurag Bhatia, CEO, Minance has grown from being a child prodigy to becoming a trading maverick. The 26-year-old founder of the Bengaluru-based startup shares how he created a niche market for his company by partnering with individuals for small-scale investments.

What got you interested in the investment and trading industry?

I was fascinated by the markets since I was a kid. My parents encouraged me and by the time I was 13, I was trading by myself and helping my parents manage investments. Later on, I got to work at Motilal Oswal and Jet Age Securities which really helped hone my skills and learn more about the industry.

What led to the inception of Minance in 2014?

The Idea for Minance came to me when I was working for Amazon. Many of colleagues had sold their Amazon shares and became rich overnight. The problem was that most of them didn't know how to manage their new-found wealth so some of them asked if I could manage it for them.

This made me realize that there is a need to make complex investments more accessible to people. Minance

does this by offering a range of investment solutions that were previously available only to a select few.

What kind of growth the venture has seen in the last four years?

The growth has been fantastic, we initially started off with a very low investment requirement and that helped us get a core client base. Minance became fairly popular on social media which helped spread the word. This year we hope to triple our partner size and are looking to set up satellite offices in major metros.

As a startup, what are your strategies to succeed amongst the large players?

We have carved a niche for ourselves as the wealth manager for the newly rich and the aspiring middle class, as such we don't directly compete with too

many players. Our biggest draws have been our range of products, profit-based pricing model, and our team of dedicated Investment Managers.

Moving forward we look to add insurance and credit to our list of services, making us a true 'money company'. These measures will ensure that we maintain our edge against the competition.

What is your most interesting product?

That would be Assets Pay Cash (APC). It is a unique product that we designed to cater to mutual fund investors who want their funds to do more. By collateralizing existing mutual funds and

using the margin to trade in derivatives, we make up to 12% in annual returns which is on top of what the mutual fund makes. The product has been very popular since it requires no additional investment other your existing mutual funds.

How do you allow partners the chance to invest in private firms like Ola, Paytm, etc?

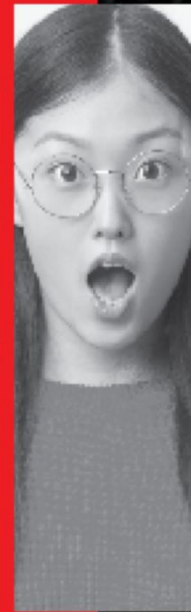
Investing in companies before they go IPO has so far been restricted to VCs and the HNIs, Minance changes the paradigm by buying shares in bulk and selling it to our partners in lot sizes of Rs. 50,000 thus making it more accessible. These investments pay off well as the company continues to raise funding or goes IPO. We buy shares of unlisted companies from a range of sources including employees who have vested their ESOPs, business owners and other brokers.

QUICK FACTS

Number of partners on board: Around **3000**
 Asset under management: **More than Rs 300 crore**
 Team Size: **40**

Crazy | Misfits | Dreamers

Till they featured in **Entrepreneur 360**



Apply Now

Entrepreneur.
360TM
Now in
SINGAPORE

Inviting

The Best Entrepreneurial
Companies in Singapore

Identifying **360 small businesses** each year
based on **impact, innovation, growth and leadership.**

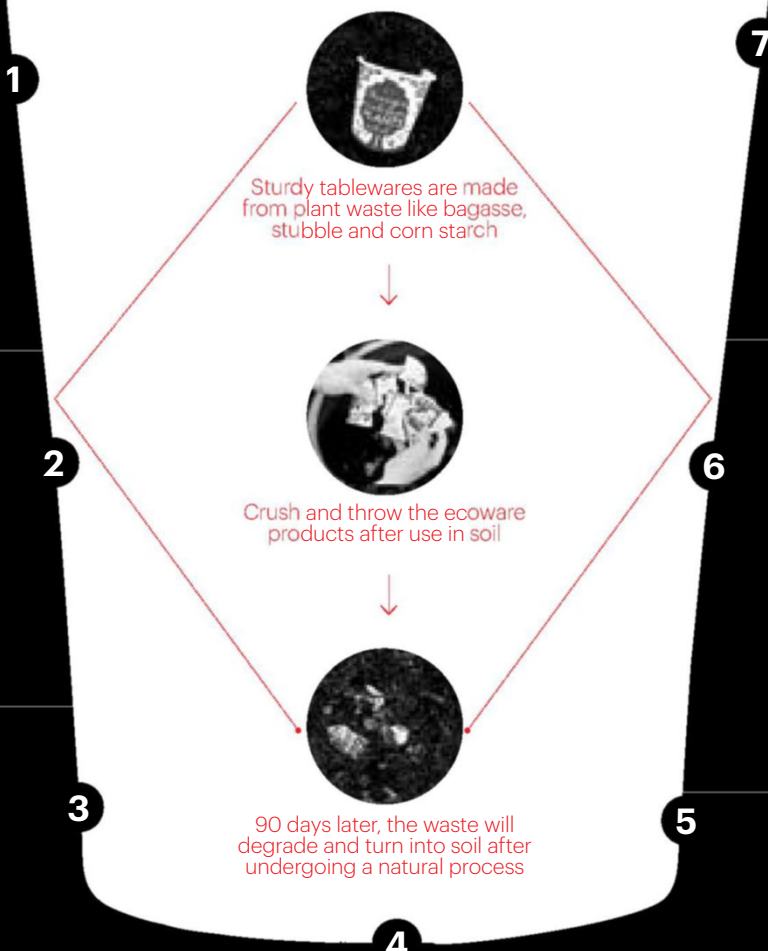
Apply: e360sg.bizequity.com or write to: marketing@entrepreneurapj.com

Entrepreneur 360 | America's Successful Entrepreneurial Initiative, Now in Singapore

Tableware that Turns into Soil

After witnessing how heaps of plastic waste is wreaking havoc on the environment, Mumbai-born Rhea Singhal made sustainable packaging products from plant waste that turn into soil in 90 days.

By Kartik Sood



Rhea Mazumdar Singhal was horrified at the sight of plastic waste littered all over the place when she first came to India after her marriage in 2009. Working for a London-based pharmaceutical company, she knew what plastic could do overtime to the human health. Thus, Rhea founded Ecoware in May, 2009 with her own equity of \$1 million.

The funds were borrowed from family and friends. Her products are sturdy in comparison to Styrofoam and plastic. They can sustain temperatures from minus 20 to 180 degrees, meaning that they're good for freezing and safe in the microwave.

With just 20 employees, she was experimenting with the products and its shape. "Initially, I would do the marketing myself and went to the narrow lanes of Sadar Bazaar and Chandni Chowk to sell the product. I was shoved out of the shops several times and majority of dealers' prompt response would be 'Ye NahiChalega Madame,'" says Priya with a sense of dejection in her voice.

A resilient Rhea quietly moved on and started educating the citizens about the product. She visited various Resident Welfare Associations (RWAs) and schools, apprising people about the fatal effects of plastic to human health over the years. "The first plastic straw that you used is still lying there. It's scary," she told people, disbelief wringing in her tone.

This year her company is expected to generate a turnover of over 25 crores. Now, there are over 120 people working under Ecoware's banner, mostly women, who used to work on plantations earlier. "They turn to soil in 90 days. That is our premium. Our machines are also in-house and process is also eco-friendly," concluded Rhea.

In next couple of years Rhea's clients expanded to restaurant chains like Haldiram's, Chaayos, The American Embassy School, Delhi and Mumbai airports, Oberoi Hotels, among others, place orders as well. Riding high on success Ecoware also inked a pact with Railway, one of the major clients serving more than a million meals everyday.

After the drumbeats of her success were resonating in the air, she decided to take her enterprise global and started exporting the products in 2016. The same year a plastic ban in some of the Indian states like Karnataka, Tamil Nadu and Maharashtra coupled with the sensitization of people brought in a considerable demand for her product.

ASIA'S PREMIER SUMMIT FOR ENTREPRENEURS & START-UPS

Entrepreneur **LIVE** CONFERENCE. EXHIBITION. AWARDS. KICKOFF.

Marina Bay Sands
MARCH 14, 2019 | SINGAPORE

WHO YOU'LL LEARN FROM



ALEX MEDANA
Co-founder and
CEO of FinFabrik



CARMEN YUEN
Partner,
Vertex Ventures



CHIN CHAO
CEO, Southeast Asia of
Innoven Capital



JEFFREY NAH
Managing Director -
JN Capital & Growth Advisory



POCKET SUN
Founding Partner,
SoGal Ventures



RITU MARYA
Editor-in-Chief
Entrepreneur Media APAC



DAVID GOWDEY
Managing Partner,
Jungle Ventures



DR. DAMIAN TAN
Managing Director,
Vickers Venture Partners



GRACE PARK
Co-founder & President,
DocDoc



SATVEER THAKRAL
Founder & CEO,
Singapore Angel Network



DR. SNEHAL PATEL
Co-Founder and CEO,
MyDoc



VIKAS NAHATA
Executive Chairman
& Co-founder, Validus Capital

Other Editions

USA | DUBAI | MUMBAI | BANGALORE

BE A PART:

As Delegate: conference@entrepreneurapj.com

As Speaker: editor@entrepreneurapj.com

As Sponsor: marketing@entrepreneurapj.com

Media Enquiry: partnership@entrepreneurapj.com

www.entrepreneurapj.com



Design Café's new customer experience center in Bangalore

A New Opulent Aesthetic Sense

With its unique customer experience center in Bangalore, Design Café has rewritten home décor rules in India *By Kartik Sood*



“We trained professionals individually so that they could seamlessly execute our design model.”

Shezan Bhojani, co-founder, Design Café

For long, the aesthetic sense of our homes has left us discontented, imprinting an ever-lasting notion of what could have been. It not only seethes the life out of us, but also consumes considerable time and money. Design Café, a Bengaluru-based home décor startup is trying to bring about a change in the way we design our homes offering concept-to-completion interior solutions by creating, manufacturing and delivering designer home interiors.

Shezan Bhojani and Gita Ramanan were both practising architects when the idea to create Design Café came to them in 2011.

A team of design café walks

you through the entire array of designs created by the design team and innovatively altered by R&D team headed by Gita herself. The team intricately jots together every aspect of the home, from lights to curtains, wardrobes, kitchen, flooring, murals and much more; while keeping in mind that the quality of materials is not compromised as they have their own manufacturing. Whether it is something as simple as an ergonomically designed pull drawer for your PlayStation, or a wall mounted full sized bed, no detail is overlooked. From sourcing to execution, Design Café ensures that your interiors are exactly as you envisioned while adhering to strict timelines.

Initially, the café only provided design services to

the consumers but over the time Shezan realized that the customer experience was facing some impediments due to the outsourcing of other services. “We would give different designs but when the execution part came, the contractors would not seem to implement them,” he states.

Shezan gradually started improvising and expanding, in a bid to cater to the last-mile service to the consumer.

After establishment of a unique experience center in Bangalore, Design Café consumers now have the luxury of seeing the designs of their future domicile in real-time. “Our motive is to keep it simple. We give the customer more value, more space and beautiful spaces. One unique thing about our design is that we guarantee 20 percent more space than any of our competitors,” asserts Shezan. ☺



35 YOUNG LEADERS ON HOW THEY WANT TO SHAPE THE FUTURE

This year the members of the 35Under35: Class of 2019 are those who always try to push the limits in every aspect of their work. Diversity can be the word to define these chosen few better. There is an actor who is defying the Bollywood norms by not doing the typical meaty roles an Indian actress is confined into to a woman shooter whose fingers trigger gold. In fact, this year for a change we have seen much more women in the list by far out of the previous two editions. We are happy to be a part of that change and acknowledge these change makers. On cover we have Ritesh Agarwal who has truly become the poster boy by making OYO hugely successful and taking it to the world. From featuring Ankit Nagori who brought wellness on the fingertips to having Sanghvi who is changing the course of the logistics sector in India. In a country, which has the largest youth population – 60 percent of which are under the age of 35 selecting the best of lot was difficult. This time, the list includes two Indians making their mark in Asia. These two will truly tell you how they are taking the world by storm. We are sure you will enjoy reading these pages as much we enjoyed creating them.

Aakrit Vaish, 31, Founder, Haptik

Abhay Hanjura, 32, Co-founder, Licious

Abhishek Gupta, 34, Founder, Greykernel Technologies

Aditi Shrivastava, 34, Co-founder, Pocket Aces

Ajaita Shah, 34, Frontier Markets

Akhil Malik, 30, Co-founder & CEO, Zostel

Ankita Bose, 27, CEO & Co-founder, Zilingo

Armaan Malik, 23, Singer

Ashish Bhutani, 34, CEO, Bhutani Infra

Ankit Nagori, 33, Co-founder, Curefit

Bala Sarda, 27, Founder, Vahdam Teas

Dhruvil Sanghvi, 29, Co-founder, LogiNext

Garima Arora, 32, Chef

Harsh Jain, 33, CEO & Co-founder, Dream11

Heena Sidhu, 29, Pistol Shooter

Ishan Bansal, 30, Co-founder, Groww

Jasmine Kaur, 34, CEO, The Green Snack Co.

Kaushik Mudda, 26, **Navin Jain**, 27, Co-Founders, Ethereal Machines

Karan Virwani, 27, WeWork India

Karan Tanna, 31, Founder CEO of Yellow Tie Hospitality

Kapil Shelke, 31, Founder, Tork Motors

Nibhrant Shah, 34, Founder & CEO, Isprava

Prabhtej Singh Bhatia, 27, Founder & CEO, SIMBA Craft Beverages

Prajakta Koli, 25, Youtuber

Raunaq Vaisoha, 23, CEO, Elemental Labs

Roopam Sharma, 23, Founder, Eyeluminati

Ritesh Agarwal, 25, Founder & Group CEO, OYO Hotels and Homes

Shikhar Dhawan, 33, Indian Cricketer

Srikanth Samudrala, 33, eKincare

Sanjay Dasari, 25, Co-founder, Waycool Foods

Som Narayan, 33, Co-founder, Carbon Masters

Suchita Salwan, 28; **Dhruv Mathur**, 31, Co-founders, Little Black Book

Shivani Poddar, 33, **Tanvi Malik**, 32, Co-Founders, FabAlley & Indya

Taapsee Pannu, 31, Actor

Vidit Aatrey, 28, Founder & CEO, Meesho

By Punita Sabharwal

With Mohit Sabharwal, Kartik Sood, Nimisha Gautam, Vanita D'Souza, Sara Khan, Aashika Jain, Pooja Singh, Nidhi Singh, Komal Nathani, Aastha Singhal & Madhurima Roy

THE MAN ON THE MOVE

Ritesh Agarwal **25** Founder & Group CEO, OYO Hotels and Homes



There is something unusual about Ritesh Agarwal. His looks don't carry the fancy tags typically associated with a hotelier.

His simplicity charms you the most and enralls you about keeping splash offs to the bare minimum. The man who has been in the media limelight would always be on roads to check out on one of his Oyo hotels or expanding to markets like China. Building a startup which matches with his personality of being surreal and giving employment to not just a 10,000 oyopreneurs but partners all over to build a vision of the world's largest hotel network is a journey he says, which has just begun.

When you are toying with an idea as a teen entrepreneur, how far can it take you? The answer is it can take you to more than 500 cities across India, China, Malaysia, Nepal, the UK, UAE and Indonesia with more than 4,50,000 rooms across 13,000+ hotels. From a child prodigy to becoming a teen startup sensation to becoming an entrepreneur building the largest hotel network in the country, Agarwal has come of age. A look at Agarwal's earlier graph as a child would tell you something innate. "I have always had that fire in the belly to do something different from the norm, something that I can look back on and feel proud of. It was never about making it big, it was about finding something that I truly believed in and can commit to for years to come," Agarwal shares about his early tryst with entrepreneurship.

About his idea of entrepreneurship, Agarwal says, "Ever since I was a kid, I dreamt of having a business of my own and grew up working toward fulfilling this dream. From the very beginning, I had an inclination towards travelling and always wanted to explore even the most unexplored places. During my travels, I realized the lack of standardized and predictable options for accommodation as

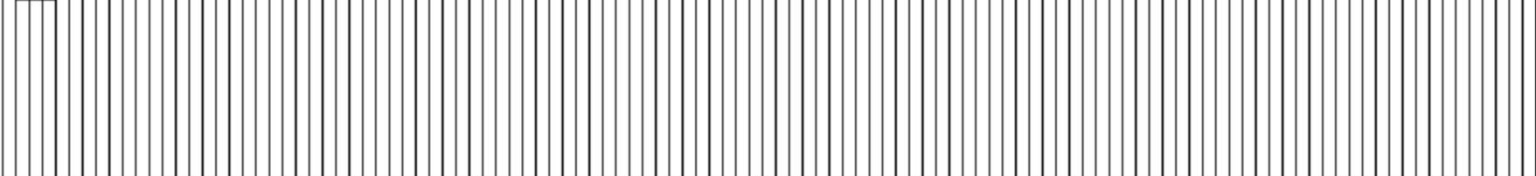
were missing in some cases. Finding the ideal accommodation at an affordable price was a huge challenge." That's how the Oyo journey started, from one property in 2013 to becoming the largest hotel network in the country. The turning point for Agarwal founder was the fellowship he received from Peter Theil prior to embarking on his entrepreneurial journey with Oyo. Sharing his most invaluable learning from the journey, he says, "I learned to trust the power of a unique idea, rather than trying to build an Indian version of a US or Chinese company." Getting mentored by Peter Theil really changed his worldview and gave him a new perspective to entrepreneurship. "He taught me to partner with the right people who shared the same values," adds Agarwal.

Oyo has truly been a story of an Indian startup taking the world by storm. The man is on a mission to build the world's largest hotel network. After conquering India, Oyo has already become the fifth largest player in China. Agarwal avers, "We are among the top five hotel chains in China. Currently, our footprint spans across 285 cities in the country with over 260,000 exclusive rooms and 5,000 franchised and leased hotels."

Delving on his vision, he says, "We can foresee an enormous opportunity for us to become the largest hotel chain in the world in the years to come. Hence, there is no stopping for us." Southeast Asia has become an extremely lucrative market as Oyo plans to invest over \$200 million across the region by 2023 for expanding its footprint, plus the Middle East.

Agarwal says, "We are using technology extensively to sustain and increase the quality of operations. We have been able to deliver good hospitality, which has helped us to scale up rapidly." Last year, Oyo checked in the unicorn club after raising \$1 billion from Softbank at a valuation of \$5 billion.





"I LEARNED TO TRUST THE POWER OF A UNIQUE IDEA, RATHER THAN TRYING TO BUILD AN INDIAN VERSION OF A US OR CHINESE COMPANY."
Ritesh Agarwal

The Star Smasher

Taapsee Pannu **31** Actor



From teaching consent to the nation through *Pink* (2016) to explaining women are no less than men in *Baby* (2015) and *Naam Shabana* (2017), Taapsee Pannu has always impressed as an actor. Not many would know

that Pannu is also the founder of The Wedding Factory and the owner of Pune Pistons (badminton team). Pannu never planned a career in Bollywood but entrepreneurship was always on the cards. “I was planning to do an MBA and then work as a marketing professional, and eventually start some creative business of my own. But when I started acting, I started loving it and after a few years, I thought it would be nice to diversify, which helped me grow beyond acting. It, then, occurred to me that it would be good to invest [in The Wedding Factory] and I won’t have to be physically present the entire time,” she explains. Presently, the Mumbai-based company has tie-ups with hotels across the country and have organized domestic destination weddings. Pannu is now keen to expand it to international locations too. For Pannu, this is a recession proof business as India loves to celebrate weddings. “It is a trust-based business and that’s the only thing you have to track,” she says.

Discussing her decision to own Pune Pistons, the 31-year-old actor says she loves badminton and follows it more than cricket and football. “I am a jack of all trades and master of none,” she quips. Having said that, Pannu believes badminton should be named as the family sport of India because all of us have spent time playing it at some point of time or the other. “I think after cricket, if there is a sport in which our athletes have put us on the world map, it is badminton. There is a huge gap between cricket and badminton, which needs to be bridged. With the IPL and PBL, the gap is huge. Even sports like Pro Kabaddi and ISL are viewed more than badminton,” Pannu says. Even though entrepreneurship rejuvenates Pannu as a human, the game isn’t very easy for the actor to master. Talking about the hurdles, the actor shares, “It is never easy to get money out of people – be it as a wedding planner or getting sponsorship for your team. People think it very easy because you are an actor and have a face on which people want to spend money. Yes, they want to spend on me as an actor because of the services that I can provide. It is not the same when you get into other businesses.”

“WHEN I STARTED ACTING, I STARTED LOVING IT AND AFTER A FEW YEARS, I THOUGHT IT WOULD BE NICE TO DIVERSIFY, WHICH HELPED ME GROW BEYOND ACTING.”



The One and Only in Indian Cricket

Shikhar Dhawan 33 Indian Cricketer



Best known as Gabbar, Shikhar Dhawan is an out and out winner both in and out of the field. The opening batsman of Indian Cricket Team began a new innings, last year, when he launched his premium home décor brand 'DaONE Home'. The brand aims to accentuate the look and the feel of your home. Dhawan, co-founder – DaONE Home, says, "Our homes are a natural extension of our own personalities, a reflection of our preferences and tastes. When Aesha and I were setting up our home, we realized the challenge that most Indians face when it comes to getting their living spaces to reflect their identities. While there were plenty of options

available to choose from, no one place could give us the kind of comprehensive, end-to-end satisfaction that we were looking for. DaONE Home is our endeavor to address this major market gap."

The Delhi-based business was no happenstance for Dhawan. He always wanted to take up the entrepreneurial routine and family business after retirement from cricket was on his mind. Little did he know that he would end up launching a startup to test his prowess. Dhawan says, "I enjoy taking risk in my life. I like to go with my instinct. I come from a middle class family where my father ran a business. I always saw myself doing business. I always had that urge of doing business. I thought this is the right time. I always had the courage to start

something new." Talking about his learning as an entrepreneur, he says, "You cannot lose your temper when things don't go your way. In cricket we earn and spend more but in business you have to be careful where you are spending your every penny."

When Dhawan is not busy playing cricket, like he is in the recently-concluded India-New Zealand ODI series, his wife Ayesha becomes the partner in action to see the brand growing.

"IN CRICKET WE EARN AND SPEND MORE BUT IN BUSINESS YOU HAVE TO BE CAREFUL WHERE YOU ARE SPENDING YOUR EVERY PENNY."



The Corporate Landlord

Karan Virwani 27 WeWork India

Having grown up seeing his father run a real estate business, the Embassy Group, Karan decided to follow his footsteps. At the age of 19, he started a company called Lounge Hospitality, which runs a chain of restaurants in Bengaluru. “While running my business, I began to understand the pain points of many small businesses and startups in the country. And that there was a dearth of decent office spaces was clearly evident,” says the 27-year-old entrepreneur, who attained training for around two-and-a-half years under his father (founder of The Embassy Group), before venturing into the real estate segment on his own to cater to the needs of office spaces for startups and small businesses.

He says, “While we were contemplating to set up an office space independently, through a few connections, we got in touch with WeWork.” After a series of discussions on both the sides, WeWork Global and the Embassy Group, decided to get into a joint venture and launched WeWork India in November 2016. In its two years, WeWork India has leased three million sq feet of office space in Gurugram, Mumbai and Bengaluru, built 35,000 desks and caters to over 20,000 members, including Twitter India, GoDaddy, Discovery India among others.



The ‘Sane’ Comedian

Prajakta Koli 25 YouTuber

Comedy can be veiled under the shroud of satirical videos, which are quirky and intelligent. Some sassy videos on the same lines garnered Prajakta Koli aka MostlySane (as she is more popularly known) over 3.1 million subscribers on YouTube. Her channel has raked over 312 million views so far. But Prajakta did not get everything served on a silver platter. A radio intern, Prajakta’s life drastically changed after she was recruited by One Digital Entertainment. “I was not at all good at radio jockeying. I am glad that I had better luck with video content creation. When I started off I wished that I could touch the 30k follower-mark,” quips Prajakta. “By the end of 2017, I had 150K followers and was reeling under the pressure of writer’s block. I could not think of

any new content and there was a period of stagnancy. I took off on a vacation and on returning, I resolved to shut the channel and continue with my studies,” she tells. But then Prajakta blew the dust off an old script lying with her for years. “I thought why not wrap it up with a last video,” she humbly says. What ensued after the video (that Prajakta had thought would be her last) scripted the tale of her rising popularity. Today, she is one of India’s biggest female digital content creator and has been appointed as the Indian ambassador for YouTube’s Global initiative ‘Creators for Change’ along with 50 other inspiring creators globally. As a part of the initiative, Prajakta created a song called “No Offence” that strongly condemns Hate Speech. The video garnered over 11 Million views in a very short span of time.



The Ace Sharpshooter

Heena Sidhu **29** Pistol Shooter

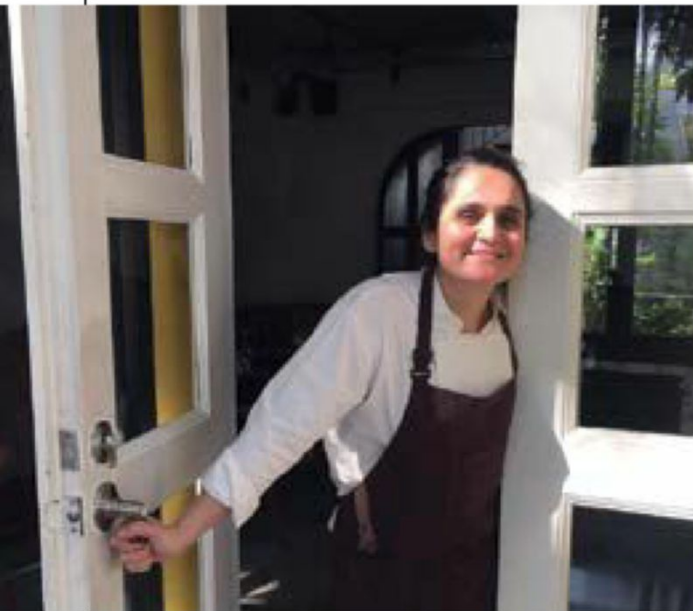


Heena Sidhu never thought of taking up shooting as a sport professionally. Her uncle owned an ammunition shop in the suburban town of Patiala in Punjab and she found firing fascinating from an early age. “I liked shooting as a hobby. My uncle owned an ammunition shop and I was simply fond of picking a gun and firing away. Unlike cricket, we never thought of shooting as a sport. It was the medal of Abhinav Bindra that spurred me to adopt the sport professionally,” says the composed shooter. Five years after starting the sport in 2009, she broke the glass ceiling when she

became the first Indian pistol shooter to win the coveted gold at the International Shooting Sport Federation (ISSF) World Cup in 2014. Heena was the World Record Holder in the 10 metre air pistol event with a final score of 203.8. Little did anyone know that the driving force which had fueled the enigma in her was her coach and husband Ronak Pandit. Heena had just set the international stage on fire but Ronak gave up his career to contrive excellence in Heena. “We ran into each other at several international and national competitions. It was the 2012 London Olympics that turned the tide for us as athletes and changed our career paths,” chimes in Ronak. The duo got hitched in 2013. Ronak, who had been making waves at the international level

hanged his boots to devote himself completely to Heena’s coaching. “It did not matter if Heena was the one who hogged the limelight or me. We decided that whoever won the medal, it belonged to us,” Ronak says. Raring to stamp her authority from a very tender age, she showcased consistent performances in the international tournaments earning her a berth in the Olympics, twice. In 2009, the then 19-year-old Sidhu won a silver medal at the ISSF World Cup in Beijing. She won first place in the women’s 10 meter air pistol event at the national championship in Kerala. The duo has already charted a roadmap gearing up for the 2020 Tokyo Olympics. Heena feels that except for the World Championship, 2018 has been a watershed year for her. “There was a change in the number of shots at the international level and juggling between the events took a toll on me. But once I made it to the final, I ensured that I have a medal in my kitty,” says Heena, who won two medals — 10m air pistol gold and 25m air pistol silver — in the Gold Coast and a 10m air pistol bronze in the 2018 Jakarta Asian Games.

“I LIKED SHOOTING AS A HOBBY. MY UNCLE OWNED AN AMMUNITION SHOP AND I WAS SIMPLY FOND OF PICKING GUN AND FIRING AWAY.”



First Female Michelin Hero

Garima Arora 32 Chef

Garima Arora's Gaa cooked up a storm, recently, when the restaurant was awarded the Michelin star within two years of its opening. This made the 32-year-old the first Indian woman to get a Michelin star. "I kept doing what I believed in, what was right for my restaurant and my team," says Garima. Going ahead on the road of profitability, Garima confirms that her restaurant business achieved breakeven in January 2019. Garima Arora started her career as a pharma journalist. In 2008, she left for Le Cordon Bleu Paris to pursue her passion, cooking. "I've always known I would want to have my restaurant one day. After some research, I decided to do it right then, as cooking is very demanding, physically and mentally," says Garima.

The food she serves at Gaa, in Bangkok, is phenomenal. So far, her restaurant has received no external funding, and she doesn't intend to go that way in the future. The restaurant has five partners where Garima owns 20 percent stake in the company. About the unique concept of her restaurant, she says, "We're striving to create something unique from age-old and modern techniques. What the guests experience at Gaa is food that doesn't exist anywhere else." Gaa has cooked for around 24,000 guests since its launch in 2017, including the Indian celebrity guests like Sunil Shetty, Kabir Bedi, Kishore Bajaj, Ashutosh Garg, and the Zaveri family.

About her entrepreneurial journey, Garima says, "The low is the long hours and missing all-time with family and friends, but running your own business is one of the most rewarding feelings."

The Fitness Gamechanger

Ankit Nagori 33 Co-founder, CureFit

Born in a family of entrepreneurs, Ankit Nagori always wanted to do something in the domain of entrepreneurship. He says, "I had developed a strong resolve to be a business owner from day one of my undergraduate college days. That's why, immediately after completing engineering from IIT Guwahati, I launched my own venture called Youthpad — a social media marketing platform." However, the venture could not really sustain, says the 33-year-old entrepreneur, and eventually, it ceased to operate after two years of its launch. Ankit, thereafter, joined Flipkart in 2010. He says, "I joined Flipkart from very early on. During those days, Flipkart was at its nascent stages, primarily a book retailer." After spending six years with the company and playing an instrumental role in launching multiple verticals, Ankit decided to quit. "I had gained an enriching experience with Flipkart and witnessed closely how it became a retail giant," he says. He thought the time was right, and his experience sufficient to venture into entrepreneurship once again. Around the same time, Ankit got in touch with Mukesh Bansal — the founder of Myntra. He says, "Both of us felt that there was not much technology intervention in the health and fitness segment, which we deemed to be a quite large category." As a result, the duo launched CureFit in 2016. At present, the company has around 2.5 lakh paid subscribers, and clocked a turnover of \$100 million last year. It has its centers in four Indian cities and its mobile app has around two million downloads. So far, it has raised \$160 million of investment.





The Bohemian Duo

Tanvi Malik 32 Shivani Poddar

33 Co-Founders, FabAlley & Indya

A simple conversation about how every woman on the Delhi Metro looked almost the same and their shared apathy for the generalizations that came with it embarked MBA graduates Tanvi Malik and Shivani Poddar on their maiden entrepreneurial journey. They quit their corporate jobs in 2011 and launched High Street Essentials' (HSE's) flagship brand, FabAlley. The duo tried to fill a void in the fashion industry — lack of wardrobe solutions inclusive of all body types and social occasions. The duo, riding on their initial idea's success, launched daughter brands Indya, an indo-western fusion line and Curve, their plus size clothing venture soon after. Reflecting on her label's initial, testing years, Tanvi says, "We struggled to find the right product-price-market fit. Hiring the right talent was also a challenge. However, knowing our customer's needs and being brave enough to meet them paid off."

HSE now records an 80 percent+ Year-on-Year growth and is the only online-retailing company in the country to be profitable. It broke even in FY18 with gross sales of Rs 80 crore and is on the track to close FY19 while staying EBITDA positive. To make their clothes more accessible, the duo also runs 135 offline retail touch points along with servicing 120,000 orders a month.

The Marketer-in-chief

Vidit Aatreyi 28 Founder & CEO, Meesho



Not many aspiring entrepreneurs are able to invest in building a separate website for their products. And that's where online market places like Meesho come into play. The platform enables housewives, students, professionals and others to start their stores and boutiques on social platforms.

With their latest fund raise of \$50 million from Shunwei Capital, DST Partners and RPS Ventures; Meesho has become one of the fastest growing e-commerce companies in India.

Vidit Aatrey says, "Millions of Indians have not been able to start their shop offline because of lack of access to capital. For the first time in India, we

have given tools to the common individuals to realize their dreams by



taking away the need of capital." Meesho provides a variety of services including sourcing/curation, logistics, payments and marketing tools to help individuals in starting their businesses easily and without the need of any investment. Vidit started the business with his fellow IITian Sanjeev Barnwal in 2015. It was happenstance which brought a few small business owners who had discovered

the power of social platforms during their college days, leading to the inception of Meesho. "We quickly realized that this is how small businesses will work in the future and built a product to democratize social commerce and enable literally anyone to start this," Aatrey says.

Today, Meesho serves over 5 million individuals and enterprises, raised a total of \$65 million and achieved 50X growth within three years of its launch.

The Flea Queen

Ankiti Bose 27 CEO & Co-founder, Zilingo

In 2014, like any other tourist in Bangkok, Ankiti Bose, along with her four friends, was picking up bargains in the popular Chatuchak market. She noticed something unique. None of the products the small and medium-sized enterprises offered in the 250-plus shops were available online. Bose had an idea. Bose and friend Dhruv Kapoor pooled in \$10,000 and established Zilingo, a fashion e-commerce platform that aggregates small fashion retailers of Singapore, Bangkok and Jakarta on to a single platform. “These small sellers were situated in large markets but had little to no access to digital platforms,” says Bose, who spent three years working in venture capital and management consulting at Sequoia Capital and McKinsey and Company. Within three years, Zilingo, a play on “zillion”, raised almost \$82 million. Following an \$18 million Series B by Sequoia Capital India and Burda Principal Investments in September 2017, the startup announced its \$52 million Series C, which had a new investor Amadeus Capital, in April last year to double down on Zilingo’s growth. Early last year, it launched Zilingo Asia Mall, an extension of its B2B segment, to the US and Europe. Over the past 12 months, the company has grown over 11 times in revenue. It currently serves over 20,000 merchants and retailers. “Our core expertise is building tech products and services that connect and integrate the fashion and beauty supply chain so that businesses have all the tools they need to get online and scale effortlessly,” Bose adds.



The Relentless Restaurateur

Karan Tanna 31 Founder-CEO, Yellow Tie Hospitality

Karan Tanna, founder and CEO of Yellow Tie Hospitality, started his entrepreneurial journey in the food and beverages industry with the Gujarat-based chain Kutchi King, which quickly grew to 200 stores. Despite being the second largest populated country in the world, India didn’t have any home-grown brand with over 1000 stores – this fact compelled Tanna to do something about it. “There was a huge gap in restaurant franchise management. This particular fact and the opportunity to disrupt it formed the basis of my company, Yellow Tie Hospitality,” says Tanna. The 31-year-old opened his first restaurant Goodies in Ahmedabad, Gujarat, but he had to shut it shortly. Because of his determination Karan continued his entrepreneurial journey in the F&B world and opened Kutchi King, the brand that took to 200+ stores in India, the Yellow Tie Hospitality followed later.

Yellow Tie Hospitality was launched in January 2016. It began with signing up an American brand Genuine Broaster Chicken. Within one year of its inception, the restaurant franchise management company grew to a team of 20 and 25 stores of Broaster Chicken across India. Initially, in the first two years, Tanna focused on business incubation and the brand acquiring process. “Now, we are looking at scaling all the brands at a rapid pace as we see the foundation of Yellow Tie has been built quite well and we have made a mark across the country, which gives us a basis to grow all the other brands in our portfolio.”

The Lion of Beer

Prabhtej Singh Bhatia

27 Founder & CEO,
SIMBA Craft Beverages

Alcoholic beverage companies in India have a thing for animals. Monkeys, rhinos and peacocks are often spotted parading as iconic mascots for popular brands in the Indian craft beer revolution. A new addition to the arsenal of home-grown breweries is the lion and it rules them all. With an animated lion sporting a bowtie and sunglasses as its fierce public image, the brand is roaring right now. Founder and CEO Prabhtej Singh Bhatia set up a brewery in Durg, Chattisgarh. In three years, Simba established an unparalleled presence in the Indian market. Despite an encouraging market response, the new player stays true to craft beer production by making beer in small batches instead of producing it in bulk. "We have spent months creating experimental batches to perfect the flavor of our beers. By using hints of orange peel, roasted oats, coffee and dark chocolate, we curate exceptional beverage experiences," says Bhatia. Having spent Rs 100 crore as initial investment, Bhatia gives R&D the top priority. The company is on its way to achieve a turnover of Rs 150 crore this financial year.



The Fantasy Gamer

Harsh Jain 33 CEO & Co-Founder, Dream11

Two friends Harsh Jain and Bhavit Sheth outlined the beginnings of what turned into India's biggest sports gaming platform – Dream11. The Mumbai-based fantasy sports startup offers multiple sports — fantasy cricket, football, kabaddi and basketball to its four crore strong user base in India. In 2008, when the Indian Premier League (IPL) was launched, Dream11 chief executive officer and co-founder Harsh Jain went looking for a similar platform to play online fantasy cricket in India but it was non-existent. He was passionate about solving this problem and asked his friends if they wanted to join him, which led to his co-founder Bhavit launching Dream11 with him in 2009. It took them three years to find a product-market fit with freemium single-match fantasy sports in 2012. On challenges, he says, "After its launch in 2008, it took us a few years of experimenting with the format and a lot of perseverance before we finally found a product that would resonate with sports fans in India," he adds. The Series D funded startup has landed investments from marquee investors like Tencent, Kalaari Capital, Multiples Equity and Think Investments (a hedge fund in the Bay area).



The Luxury-Builder

Nibhrant Shah 34

Founder-CEO, Isprava Homes

About five years ago, luxury living on the top of the hills or at a beach house was a dream for many. But, not anymore! Mumbai-based Nibhrant Shah tapped an opportunity in India's real estate market and single-handedly started Isprava Homes in October 2013, which offers people their dream vacation homes. From celebrities to industrialists to superstars and sports icons, Isprava has built an illustrious presence with 110 homes and 9,000 rental guest houses in a span of five years. The company has also lured Indian HNIs and UHNIs in the real estate market to raise funds. It has so far been invested in by the Godrej Family, Piramal family office and other top industrialists and professionals from Deutsche Bank, UBS and others from across the globe. "We have raised in total capital of over Rs 150 crore, this includes both Project Level and Company Level funding," says Shah. The company attained breakeven early, in its five-year journey.

The Electric Roadie

Kapil Shelke 31 Founder, Tork Motors

Speed is absolute key to creativity- Patrick Stump. When you meet the young 31-year-old entrepreneur Kapil Shelke, you are reminded of this adage. Kapil likes bikes, power and speed since his formative years. This passion took a backseat when Kapil went on to pursue his educational agenda taking up mechanical engineering specializing in motorsports and composites. His romance with riding resumed with his aspiration of buying a Ducati motorcycle after graduating. With a view to tap consumers who shared a similar passion, he launched Tork Motors— an electric two-wheeler company — in 2010. Eight years on, the fruits of his labor were laid bare in an unveiling ceremony in the form of a mechanical beast, which banks on 6.5 kW of motor capacity, 34 hp output, 27 NM torque and claims to have a top speed of 100 km/hr. The venture initially was bootstrapped with his father, who sold mechanical



parts to a pharmaceutical company, backing Tork with his savings. “The alternate technology is exciting. The petrol/diesel powered engines have a low efficiency culminating to just 27-37 percent output. Comparatively, these electric engines can give you three times the efficiency of output,” he says justifying his move to enter the clean energy segment. Although, his motorcycle boasts of having the highest torque, justifying the namesake of his company, Kapil is not wary of any of his competitors. “There is minimal competition in this segment. Moreover, the product is still evolving in terms of speed, acceleration and ride-comfort,” he states asserting that the focus is still on raising the bar. The most memorable time for Kapil during his entrepreneurial journey was during the fundraising when investors like Ankit Bhati and Bhavish Aggarwal of cab-rental Ola piqued interest in his venture. “When big players bet on you, it gives you a fillip to innovate and churn out a better product,” he says.

The Citizen Soldier

Abhishek Gupta 34 Founder, Greykernel Technologies



Who says that you cannot talk to Sir Isaac Newton anymore? He will virtually be present and answer your queries, except, it will be in a more lucid manner. And if you believe the co-founder of Greykernel Technologies, Abhishek Gupta, the most famous scientist of his time might as well leave a lasting impact on your memory. The patent of the world’s first artificial Intelligence (AI) integrated immersive virtual reality (VR) product is underway and he believes that once the sanctions are procured, it will transform the EdTech sector. A first-generation entrepreneur Abhishek was applying VR in various industries ranging from real estate, FMCG, e-commerce to assess, which one could fetch the best value. “The applications of VR are unlimited and the hit-and-trial method taught us the best use of the product,” he says. This paved the path for a virtual reality product and his brainchild Ira VR, which is now making waves at the international level with over 15,000 downloads. The defense sector accounts for 12.10 percent of our total budget expenditure. Moreover, it procures weapons and technology from countries like the US, Israel, France and Russia. Two years ago, he approached several armed forces personnel enquiring about the limitations that they were facing. Fascinated by the military combat and strategies, he pursued the defense officials and what ensued was a sagacious pact with the defense forces. “We now provide tactical combat trainings using VR and mixed reality. It trains the armed forces to more efficiently counter hostage situations and enemies whose behavior can’t be predicted,” he says. This year, the revenues of operationally profitable venture will see a three-time leap from Rs 1.3 crore in 2018 to Rs 3.5 crore in 2019. About 40 percent of their revenues will be accomplished through the defense portfolio and the remaining from EdTech products and recurring revenue sources.

The Mover and Shaker

Dhruvil Sanghvi 29 Co-founder, LogiNext

All the goods and services are mobilized with the help of some logistics movement. It acts as a backbone for any business. However, it is also prone to external influences. “Get the best fleet but traffic gets you locked up and you are delayed. Drivers do not know about local conditions and spend time either reaching out to customers or finding their way around. More importantly, the company is caught unaware of what’s happening on the ground, how their shipments are moving, or when they would reach their destination,” says Dhruvil Sanghvi, the 29-year-old co-founder of LogiNext.

Logistics, apart from being one of the biggest business functions also impacts production, distribution networks, and customer satisfaction. “That’s the moment of clarity, which drove me to go all-in to solve all logistics problems using machine learning and Internet of Things (IoT) based technology,” he asserts.

It has also garnered more than 150 enterprise clients across 10 countries and is expanding daily. Based out of Fremont, California, LogiNext has regional offices in Mumbai, Delhi, Dubai, Singapore, and Jakarta with clients such as Coca Cola, DHL, Mondelez, McDonald’s, P&G, Agility, Nestle, Decathlon among others.



The Smart Chat Enabler

Aakrit Vaish 31 Founder, Haptik

Chat application marquee players like WhatsApp is passé for enterprise-specific solutions. These days, entrepreneurs’ primary need is to run business swiftly, and efficiently catering to the needs of millions of clients. Unfortunately, the FAQs are inadequate to serve that purpose. To resolve the problem, Aakrit Vaish, founded artificial intelligence-backed chatbot Haptik along with his friend Swapan Rajdev. He had been witnessing a trend in the US, where he completed his undergraduate studies. “While working for a mobile advertising company in the States I witnessed a paradigm shift in the trend of communications. Thus, we felt the need to employ a messaging tool for transactions, support and other tertiary uses,” says the 32-year-old co-founder. Thus, he laid the foundation of Haptik in 2013. A first-generation entrepreneur, Aakrit had gained massive entrepreneurial skills in the US. “We got our first big client in 2015 and later in 2016 we touched the 100-million mark. This prompted players like Samsung to employ our services.”

The distinct facet of Haptik is that its data evolves over time and the depth of data gives it an edge over its competitors. Touching the 200 million mark, the bot has processed over a billion chat transactions. Haptik now is gunning for the 500 million Indian mobile users.

Before grabbing attention of marquee players like Coca Cola, Samsung, IIFL, ShareKhan, Cadbury, Club Mahindra and Tata, who have been included in the roster of Haptik’s clientele. Haptik in 2018 bagged one of its biggest contracts when Oyo hired its services. This turned the tide for them and they are expected to achieve the breakeven in mid of 2019.



The Crypto King

Raunaq Vaisoha **23** CEO, Elemental Labs

As a young boy, Raunaq Vaisoha was fascinated with financial market. This exercise introduced him to the blockchain, the underlying technology of bitcoin. Vaisoha says, "After understanding it, I was encapsulated by the opportunity it could create. A few hackathons and watching people attempt to build applications around 2015, my friends and I realized that the desperate

space needed enablement to move to the next level of scale. This led us to build a middleware centered around operations and scaling blockchain."

In 2016, Vaisoha along with Anil Dukkipatty, Sahil Kathpal started Elemental Labs. The blockchain powered startup is funded by seed investors like Matrix Partners, Hinduja Group, DCG, Lightspeed Venture Partners and several angel investors. Considering the hype around blockchain,

Elemental Labs has witnessed its own share of highs and lows. "After a hype cycle, there's always a trudge, which one has to erode before something really big can happen. The blockchain industry has certainly entered this trough early, my advice to everyone in the space is to stay strong, your time will come," Vaisoha says.

What makes the startup stand out amongst its peers is the middleware – Hadron, which has been used in some of

the highest-scale environments in the world. Apart from various large banks, capital market intermediaries and regulators, Elemental Labs' largest client is the National Stock Exchange.

Apart from adding several large customers onboard, Elemental Labs grew from a three-person team to a 15-person team in a year. For 2019, the entrepreneur only hopes to continue to empower its customers to do great things with distributed ledger technology.

The Climate Solver

Som Narayan

33 Co-Founder, Carbon Masters



Bangalore-based Carbon Masters after launching the company at a university office in Edinburgh with the help of his colleague and co-founder Kevin Houston, Som Narayan returned to India when Bangalore's garbage crisis was at its zenith in 2012. Among the stench of heaps of ill-disposed city waste, the man caught a whiff of opportunity in processing wet waste, bottling the resulting biogas and selling it to commercial kitchens as a substitute for LPG. Carbon Masters' pilot projects and its brand Carbonlites got \$15 billion in funding from Mahindra & Mahindra Group, which invested in setting up the startup's flagship Rs 7 crore plant in Malur, Bangalore. "Propelled by additional funding, I also looked at the possibility of producing organic fertilizer and a replacement for vehicular fuel to boost green transportation. An onsite waste management solutions integral was also added to the company's portfolio to join crucial dots in the entire waste disposal process," Narayan says. The startup was awarded the title of Climate Solver by WWF for having the potential to reduce carbon dioxide emissions drastically by an estimate of 28 million tonnes.

The Wholesome Tastemaker

Jasmine Kaur **34** CEO, The Green Snack Co & Control Alt Foods

To compensate for an unthinking, urban lifestyle, the modern consumer often centers his or her diet around the nutritional value of consumer goods and shies away from snacking on high-calorie foods. Owing to the monopoly that fried crisps and sugar-loaded munchies enjoy on the snacking segment, a mindful eater is left with little option to choose from. Jasmine Kaur decided to remedy this situation when she founded The Green Snack Co after facing a lifelong struggle with weight loss. Kaur designed the company's product portfolio around crunchy and satisfying vegetable kale crisps. Containing no preservatives or flavor enhancers, all products feature common superfoods such as ragi, soya, corn and rice.

"Misinformed health trends are common and often detrimental to the sale of what's actually nutritious. Merely stating scientific facts isn't enough and progressive entrepreneurs must utilize targeted marketing tactics to build entire cultures around ingredients like kale," says Kaur. The company has now sold over a million packs in the past 12 months with its major markets being Delhi NCR, Bangalore and Mumbai. Kaur also plans to raise Series A funding in the near future.



Millennials' Go-to Investment Guru

Ishan Bansal **30** Co-founder, Groww

For the 30-year-old old Ishan Bansal, it was disturbing to accept the fact that the majority of Indians, especially millennials, do not like to invest. He says, "I could not understand why Indians are so disinterested in investment." If you look at the stats, only 2 percent Indians invest, he adds. Ishan, an MBA in Finance from XLRI Jamshedpur, while working with Flipkart, discussed this looming gap in the financial sector with his colleagues: Lalit Keshre, Neeraj Singh and Harsh Jain. Together, they agreed that the same could be converted into a viable business model. The

quartet, subsequently, decide to take the plunge, quit their jobs, and launched Groww in 2016 with an investment of Rs 10 lakh, sourced from their own savings. Ishan says, "Groww is an online investment platform that makes investment simple and allows users to transact in mutual funds." At present, its web platform and mobile app attracts 3000 sign ups a day, and its total number of users have reached one million, transacting daily Rs 20-30 million in mutual funds. It could initially gain only 100 subscribers, who transacted an insignificant amount. The company has so far raised USD 8.2 million of investments.

The 'Techie' Caretaker

Srikanth Samudrala **33** Co-founder, eKincare

By helping companies optimize their employee health expenditure, Hyderabad-based eKincare pledges to revolutionize health-tech space. Since his college days, 33-year-old Srikanth Samudrala wanted to start his own business. After graduating from IIT Madras in 2007 and working in the corporate world in senior technology roles for seven years, Srikanth took the leap, quit his job and started his own venture in 2014 to develop a social networking portal on the lines of Facebook but it could not take off. Srikanth, thereafter, banking on his rich IT experience, started providing IT consultancy to various startups in Pune and Hyderabad. As this went on

for a year, Srikanth says he met Kiran Kalakuntla — the founder of eKincare — through a common friend. He says, "Kiran had founded eKincare six months before I met him. He had developed it to help his old parents with medical facilities in India while he studied abroad." On hearing it, Srikanth says he really liked the idea, and decided to partner with Kiran immediately. Today, with the duo at the helm, eKincare — an artificial intelligence driven B2B corporate wellness platform — is going strong on its journey of becoming bigger, better and newer. At present, it serves 100 corporates as its customers, employs 85 people and expects to clock a turnover of \$1 million ARR this year.



The 'Meaty' Entrepreneur

Abhay Hanjura **32** Co-founder, Licious

For Abhay Hanjura, the lure of entrepreneurship kicked in at the age of 28, when he had everything perfectly lined up in his career – a well-paying job with growth opportunity and prospects to head a 500-member company. “A simple realization changed the course of what I wanted to do next. The need to push my limits to higher ground and go beyond the barriers of advancement was both transformational and a turning point for me,” says Hanjura. Hanjura always had a desire to build a consumer brand to address their everyday pain-points while being synonymous with trust and quality. Keeping that in mind, Hanjura in arms with his co-founder Vivek Gupta, after much deliberation and questioning, picked the meat industry as their area of service. The meat industry had already been infamous for being highly disorganized, lacking quality and safety standards, product inconsistency and produce traceability. Reasoning their entry in such a market, Hanjura points out, “Vivek and I were quite quick to realize the possibility to be a part of \$40 billion market, and opportunity to build a food brand, which will change the course of how people view, buy and consume meat and seafood.” And, soon Licious’ journey took off in 2015.

Now the company has already managed to serve over 300,000 customers, with over 90 percent repeat consumption across Delhi NCR, Bengaluru, Hyderabad and more recently Chandigarh. This year with Licious, he has been able to take the local startup to a nationally recognized brand, witnessing 300 percent growth.

The Food-Tech Big Hitter

Sanjay Dasari **25** Co-founder, Waycool Foods

After completing his graduation in 2015 from the US, Sanjay Dasari’s entrepreneurial genes kicked in. One of his friend’s restaurants in Chennai caught his attention and he instantly decided to meet the brains behind the venture. “The aesthetics and food quality was level apart. I met the interior designer, chef, bartender, sources of raw material

and witnessed everything that goes behind the scenes to run the place,” he reminisces. He, then, visited a prominent vegetable vendor at the city’s prime open market. “I was devastated when I saw a dog defecating just 5 ft away and the vendor had kept the veggies on floor,” he says. On enquiring further, he realized that the vendor was selling vegetable to a majority of top-end hotels

and restaurants in the city. “In that moment, I felt nauseated,” he says. Thus, he laid the foundation of Waycool Foods, sending food trucks to villages and forming a channel to market. It started serving 4,000 clients a day, doing 2,000 deliveries a day at an average. It stomped authority in food-tech sector after it bagged investments to the tune of Rs 120 crore from impact investors.



The Talent Hunter

Aditi Shrivastava 34 Co-founder, Pocket Aces

India has a burgeoning content market and with the advent of OTT behemoths like Amazon and Netflix, the entertainment content players have flourished in no time. The millennials, these days, spend most of their time on digital platforms, socializing and hunting relatable and shareable entertainment content. “That’s when we put in place our motto — solving boredom and vowed to become available on all digital platforms,” Pocket Aces, co-founder Aditi Shrivastava iterates. In 2015, the company released its first-ever video — Ban Ban on Dice Media. In a span of just two days, the video fetched over a million views. Consistently feeding organic content, their entertainment content generation products FilterCopy and Gobble soon attained the top spot in terms of views and engagement. In January 2018, Loco launched its app and in March, it became the fastest app to reach one million daily active users. They have served over 85 major clients including Netflix, Google, Amazon, Flipkart, Samsung, Xiaomi, Kotak Mahindra Bank, Britannia, Nykaa and Epigamia. From a head count of 40 in January 2018 they have added 105 people.



The Czarina of Rural Distributors

Ajaita Shah 34
Founder, Frontier Markets



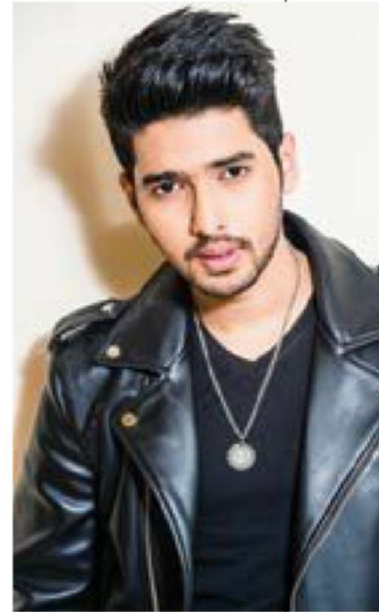
After graduating, Ajaita Shah started working with social enterprises in the microfinance sector — learning how to bootstrap while understanding multiple business models. “It has been very challenging for me to work in rural India, let alone, in last-mile distribution but we have been super successful,” she says. She launched Frontier Markets (FM) in 2011. Based in Rajasthan, FM focuses on helping rural households with access to clean energy products to improve people’s lives. To support its process, FM has established a network of rural entrepreneurs (men and women) which acts as rural distributors for such products. “FM believes in driving market-economies in rural villages by partnering with village-level entrepreneurs. We have been able to build a network of 5,000 entrepreneurs who have been economic drivers for around 550,000 households in Rajasthan, impacting more than 3.1 million lives,” Shah says. FM’s Solar Saheli program has a network comprising about 5000 entrepreneurs who provide solar energy solutions.

The Melodic Wunderkind

Armaan Malik 23 Singer



Twenty-three-year-old Armaan Malik, the new-age Bollywood playback singer, traces his decision of pursuing music to the age of three. He says, “Music is not just my career, it is my whole existence. I have never thought of doing anything else apart from music.” Armaan’s parents spotted his talent for singing early in his childhood when they saw him humming a few lines, and immediately, decided to enroll him for singing classes. Armaan’s father, Daboo Malik, and uncle Anu Malik, are also music directors and have been in the industry for long, but Armaan says his surname never really helped him enter Bollywood. He says, “People often think I have had it easy because of my surname, but that’s not true. I have never used my surname to get work.” Armaan was a finalist in the singing reality show Sa Re Ga Ma Pa lil Champs in 2006, and his first major break in Bollywood was in 2014 in Salman Khan starrer Jai Ho with the song Tumko To Aana Hi Tha. Since then, Armaan has had many hits in his kitty: Naina from movie Khoobsurat, Bol Do Na Zara from Azhar and Ghar Se Nikalte Hi (a non-film remake) to name a few. Together with his brother, Amaal Malik, who is a music director, the duo has made a name in Bollywood. They have given blockbuster sings like Naina from Khoobsurat, and last year, the duo revived a 1996 famous song “Ghar Se Nikalte Hai” which became a superhit. Armaan dreams of singing along with Sonu Nigam and Arijit Singh is yet to be fulfilled.



The Ingenious Inkers

Kaushik Mudda 26, Navin Jain 27

Co-Founders, Ethereal Machines

Ethereal Machines has created a bust of Donald Trump using its 5D printer Halo, a machine that its founder says can manufacture anything from a watch to a spare car part and even sculptures. At first glance, Ethereal might look like just another 3D printing company to crop up in a garage out of the startup ecosystem's spiritual home Bengaluru. Founded by two engineers fresh out of college, the tech company provides affordable, compact 3D printers to small-scale manufacturers. But a closer look at Kaushik Mudda and Navin Jain's operation reveals a concept so pioneering, one might even call it utopian because its first-of-its-kind attributes. It has developed the world's first consumer-oriented 5D printer that makes use of a 5-axis modeling technique. "5-axis machining has two additional rotary axes the printer can print around to allow more complex structures to be made," says Mudda. Halo is 40-60 percent cheaper than most alternatives in the market and enables you to replicate the capabilities of a large factory on your desktop. Ethereal became the first Indian company to win the prestigious CES Best of Innovation Awards in 2018 at Las Vegas. This, along with notable funding, prompted the startup to pilot international sales in Western Europe, South East Asia and Latin America.

The Local Experts

Suchita Salwan 28, Dhruv Mathur

31 Co-founders, Little Black Book

In 2013, Suchita Salwan was working with the BBC when she started Little Black Book (LLB) to solve a personal need. In her words, "I've been born and brought up in Delhi, but despite all the listing platforms that existed, I found it impossible to discover new and unique local businesses. A lot of the information given on listing platforms was disaggregated." The initial goal of LBB was to give, discover and showcase all the great things about a city and to create a way for people to share the same. In 2015, Suchita was joined by her co-founder, Dhruv Mathur (Carnegie Mellon, ex-Deloitte, & co-founder of GetFBPay). Unlike traditional listing platforms, LBB's made discovering local businesses fun. The startup has grown organically across eight cities on the back of consumer love (not marketing). It is an open platform and over 90 percent of the businesses recommended on LBB are SMBs. They recently launched a shop section on LBB, where users can buy products from local businesses. Currently, LBB sees over 3 million monthly active users across its web and app. Over 60,000 businesses have been recommended on LBB. Over 1,000 businesses have used its platform to build and grow their businesses - from large companies like Fabindia, ABInBev, Pepperfry, to upcoming SMBs across shopping, food and events. The startup has raised a total of Rs15 crore till date from stalwart VCs like Chiratae Ventures (formerly IDG), Blume Ventures, IAN and Rajan Anandan.

Champion of the Indian Tea Leaf

Bala Sarda, Founder 27 Vahdam Teas

Tea, unlike a fine wine or whiskey, is a beverage that is best consumed fresh. Having observed a supply chain so fragmented, Bala Sarda knew exactly what to do. A short while after finishing his graduation, Sarda sat researching Indian tea trade in Darjeeling. He found that the best tea in the world witnessed no value-addition at source. This, coupled with his family's 80-year-old legacy in tea export, prompted him to set up Vahdam Teas in 2015. The entrepreneur leveraged technology to cut out all middlemen and birth a direct-to-customer tea brand, taking the garden-to-cup approach to a whole new level.

Operating on a zero marketing budget for the first two years, the brand only raised its first round of funding in January 2017. Because Sarda knew his product was powerful, the only sales tactic he relied on was giving away samples to Western influencers. The home-grown brand now hopes to cross a million customers before the end of the year and makes 99.9 per cent of its revenue from international sales. "We work with all seven tea growing regions in India and source from 100 to 200 tea estates on a rotational basis. This ensures that we are able to provide a consistent tea blend every season irrespective of prevailing weather conditions," Bala said.



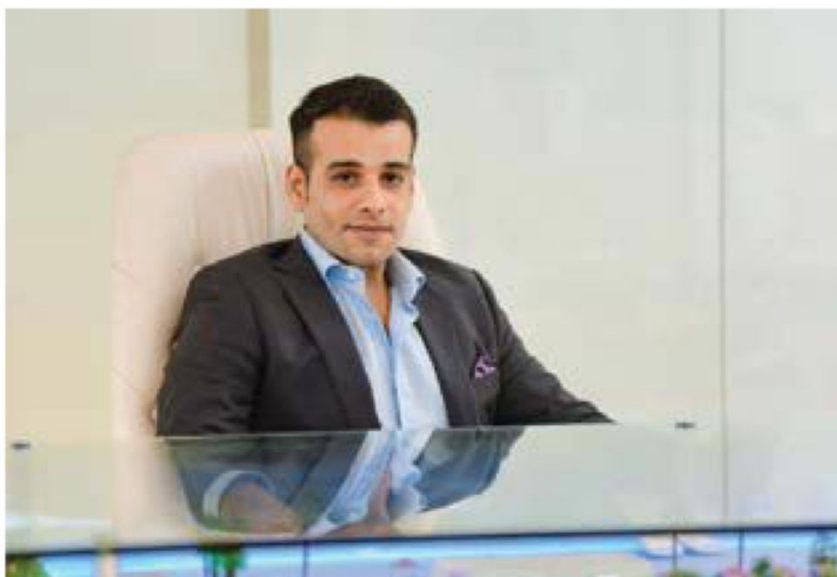
The Descript Developer

Ashish Bhutani 34

CEO, Bhutani Infra

Real estate developers are regarded as untrusting business tycoons. Some though have managed to count themselves a class apart. Propelled by an outlandish but utilitarian vision, Ashish Bhutani envisions a cityscape dotted with pockets of an unquestionably upscale life thriving on one word – ambience. Lamented by lack of concept-based space selling in the country, Bhutani built the real estate empire, Bhutani Infra, from scratch back in 2005. The company now designs and develops the most upscale, ambitious projects Delhi has seen in the retail and commercial segment.

With around 12 completed projects in its portfolio and three in the making, Bhutani Infra has left strong footprints across Delhi NCR with names such as Presithum, Alphathum, World Square Mall and its most innovative concept



till date, Cyberthum. “As more urban millennials look to interact with each other in premium but interactive social/work settings, it isn’t surprising to us that we see no more than a 10 per cent vacancy rate across all our properties. We are now on a self-sustained path having achieved breakeven last year,” he says.

This grandeur and excellence didn’t drop out of the sky. Ashish spent many years working as a salesman for his properties himself and putting in

careful effort in skillfully adapting to demand in the lucrative fashion.

With payment plans for buyers linked to progress in construction, the group has always been inclusive of its customers and channel partners. It looks after its contracted laborers by means of an education and meal plan extended to their children and family. Bhutani Care, the official CSR arm, is an active limb and also provides medical aid to street dogs living in and around projects.

The Messiah of Budget Travelers

Akhil Malik 30 CEO, Zostel Hospitality

Akhil Malik, the first-generation entrepreneur who built India’s topmost social accommodation concept targeted at millennial travelers as the co-founder of Zostel Hospitality belongs to a salaried middle class family. His education at IIM Calcutta gave fuel to his entrepreneurial spirit and led to the birth of Zostel. Amid the many challenges he faced firsthand whenever he ventured out, traveling on a budget was his biggest issue. “We always wondered if we could make ‘stay’ a part of the overall travel experience for budget travelers and when we saw and experienced travelers’ hostels outside India in Europe – we immediately knew this was what we were lacking in India and hence Zostel was born,” Malik recounts. He says Zostel provides a vibrant, youthful community of like-minded travelers whom you get to meet while staying at the accommodation. On a daily basis, approximately 1000 travelers stay in 33 Zostels across India and Nepal.

The ‘MIT’ Gully Boy

Roopam Sharma 23 Founder, Eyeluminati

Becoming a scientist was never on the cards for Faridabad-based Roopam Sharma. The 23-year-old recalls spending his childhood playing sports in the residential blocks of his neighbourhood. Further, Roopam remembers opting for engineering only to land a high-paying job, and not out of any creative instincts. But, as he began to work on a research project for the course, his motivation changed 360 degrees. He says, “I met many visually impaired people and realized that technology has not really intervened significantly to help them.” He, therefore, decided to develop text-reading wearables for the community. He came out with the first prototype in 2015 and named it ‘Manovue’. Owing to his path breaking creation, Roopam bagged a fellowship at MIT last year where he is currently building a social enterprise called Eyeluminati.





TOMORROW'S EDGE

Business Innovation Tour

The accelerated business environment, where businesses are getting disrupted by new age innovations and emerging start-ups, the faster time to market and driving down costs by modernizing and mobilizing manufacturing operations remains the most critical agenda for a Manufacturing-CIO. IT infrastructure needs to be able to handle this volume and velocity, providing a reliable, fast, cost-efficient, and secure way to manage, store, and access data. Successfully supporting this need hinges on simplifying the underlying infrastructure and maximizing performance on existing data center operations.

The emergence of a software-defined approach to enterprise IT has allowed organizations to be increasingly flexible to meet these goals. Virtualizing production landscapes has changed the way CIOs look at overall compute today. This is because virtualization fundamentally supports the speed, agility and economics that data centers require to meet rapidly changing business demands. Extending this approach and virtualizing mission-critical environments like SAP HANA helps IT achieve lower total cost of ownership (TCO), faster time-to-value and better service levels.

Keeping the above in view, VMware, a global leader in cloud computing and platform virtualization software and services, in association with The Guild, India's first progressive business media brand hosted its third leg of 20-City Tomorrow's Edge: Business Innovation Tour across Ludhiana, Delhi NCR and Kolkata themed Powering the Smart Factory.



Technology is now become an important driving factor in manufacturing business. Business are becoming more competitive so requirement of affordable products without compromising quality emerging. Optimization of cost with improved quality parameters & scaling up production can only happen with the help of new technology. Traditional manufacturing business process have tremendous scope of innovation by which production can be scaled up, cost can be optimized, and quality can be improved with help of new technologies. - Dr. Vineet Bansal, Chief Information Officer, Greenply Industries



Open House Session

IT is no more a backend job, it is now, more extended to the entire ecosystem. Without IT, the word, digital transformation means nothing. Unless you trust all the stake holders, you cannot really take the experience to the next level in terms of customer, in terms of ease of doing business, making things more agile which is today, coming out as a huge differentiator when you really have choices. Digital transformation is about how you digitize the offerings. It is not about the backends, the products itself is becoming digital. - Ashok Cherian, Chief Information Officer, Emami Agrotech



The roundtable discussions in Ludhiana, Delhi NCR and Kolkata witnessed the technology and business leaders from manufacturing sector deliberate on how emerging businesses are leveraging exponential technologies to drive their digital transformation. The focus of the discussion was on how new age exponential technologies and strategies which can help manufacturing companies achieve more with less and remain competitive in today's complex market environment.



(L-R) Vineet Bansal, Chief Information Officer, Greenply Industries; Sanjiv Kumar Jain, Group Chief Information Technology Officer, Minda Management Services; Soni Bhagwan, Regional Manager- Systems Engineering North, VMware India; Priyabrata Sarangi, Chief Information Officer, Eastman Auto & Power; Manoj Kumar, Chief Information Officer, Apollo Pipes

Exponential technologies like Machine Learning, IoT, AI are revolutionizing the world of manufacturing. These technologies benefitting the dairy value chain by providing fully integrated and collaborative systems that respond in real time. The Food processing industry is facing increased demand for high quality products and traceability on a large scale – without increasing prices. This sector presents a tremendous opportunity to keep up the pace by increasing vigilance over food safety, improving productivity and quality assurance, and strengthening the management of complex global supply chains.- Rajib Dutta Majumder, Group Head - IT & Systems, Verka Group



(L-R) Ashok Cherian, Chief Information Officer, EmamiAgrotech; Sourav Das, Chief Information Officer, Essel Mining & Industries; Soni Bhagwan, Regional Manager- Systems Engineering North, VMware India; Arijit Dasgupta, Head IT, Rupa & Company; Dipan Sengupta, Head - IT, Phillips Carbon Black



Technology and Innovation in IoT, artificial intelligence, advanced robotics, 3D printing are accelerating the manufacturing businesses. Each business must look into its processes and speedup embracement of the transformational technologies which will be the key for future business, else companies will be left behind the early adopters. Companies need to work with time bound plans on evaluating; selecting the technologies which can create value within the business and with plans to develop the culture and skills to execute the new change coming up with this disruption. - Sanjiv Kumar Jain, Group Chief Information Technology Officer, Minda Management Services



National Entrepreneurship Awards 2018: CELEBRATING THE ENTREPRENEURIAL SPIRIT OF INDIA

Entrepreneurs are national assets to a country — they play a pivotal role in furthering economic development and creating prosperity. To highlight entrepreneur's inherent importance to the well-being of a country, the Ministry of Skill Development and

Entrepreneurship, Government of India, celebrated National Entrepreneurship Awards (NEA) 2018 on January 4 in New Delhi.

The awards were instituted in 2016 by the Ministry to recognize and honour young, first-generation entrepreneurs along with entrepreneurship shepherds for supporting entrepreneurs in their voyage. NEA 2018 conferred 30 awards to entrepreneurs and

three to entrepreneurship ecosystem builders for their contribution toward entrepreneurship in the country.

This year's winners are from diverse socio-economic backgrounds, selected from every nook and corner of the country, including regions such as Jammu & Kashmir, Andaman and Nicobar Islands, Lakshadweep and various North-Eastern states.

The Ministry collaborated with



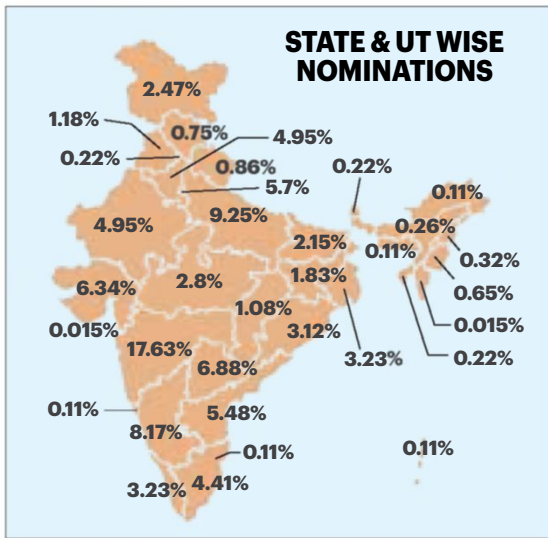
STATE WISE WINNERS

Maharashtra	7	Bihar	1
Gujarat	5	Chhattisgarh	1
Karnataka	3	Delhi	1
West Bengal	3	Madhya Pradesh	1
Jharkhand	2	Manipur	1
Rajasthan	2	Mizoram	1
Assam	2	Telangana	1
Andaman & Nicobar Islands	1	TOTAL	33
Arunachal Pradesh	1		

Left: Winners of 2018 National Entrepreneurship Awards(NEA)

Below: Suresh Prabhu, Minister of Commerce and Industry, Civil Aviation, Government of India addressing the gathering at NEA 2018 ceremony in New Delhi





institutions such as XLRI Jamshedpur, Tata Institute of Social Sciences (TISS), IITs (Bombay, Delhi, Guwahati, Kanpur and Madras), Rural Self Employment Training Institutes (RSETI), National Bank for Agriculture and Rural Development (NABARD), National Innovation Foundation (NIF), MANAGE-National Centre for Management of Agricultural Extension, and Institute of Rural Management Anand (IRMA) to mobilise nominations and evaluate the nominees. The Winners were finally selected by the National Jury of eminent persons from industry, finance academia, entrepreneur, and social entrepreneur.

The Ministry received approx. 6000 nominations, out of which 1080 nominations pertained to women, 361 belonged people from to SC/ST category, 427 Difficult geographical terrains, and 84 Person with Disabilities (PwDs). Notably, 43 percent of the total awards were won by women entrepreneurs, a sign of increasing emergence of women as change-makers in the society.

The awards categorized enterprises into three categories (A1, A2 and A3) based on the level of initial investments. Enterprises with investments up to Rs 1 lakh belonged to A1 category, while A2 category comprised of firms with investments between Rs 1-10 lakh, and A3 category was meant for investments between Rs 10 lakh- Rs 1 crores.

The enterprises were not only evaluated on their size, the sector they operate in, socio-economic background of the owner, innovation, current stage of the business, future prospects and their social impact. To ensure transparency, the application process was conducted via a web-portal.

This event was widely publicised through television, print and social media. Government’s attempt at making the Awards process inclusive has helped highlight the achievement of outstanding young entrepreneurs from different socio-economic backgrounds across the sectors/ industries from every corner of the country. NEA 2018 has greatly helped this year to highlight the achievements of easily relatable youth icons that the common aspiring youth of India can emulate and improve upon.

WINNERS WHO SEIZED THE STAGE

Category: A1

Name and Age

Utpal Das (37)

Company

Utpal Das E Governances

Location

G-Plot Island, SunderBans, West Bengal

About the company

Delivers digital door step services for banking, PAN, Aadhar, PradhanMantriKrishiBimaYojana, bill payments , railway tickets.

Impact

Integrating G-Plot Islanders with the nation through digital services.

Name and Age

Subhadeep (27) and Sivareena (27)

Company

PregBuddy

Location

Bengaluru, Karnataka

About the company

An artificial intelligence based mobile app which provides expectant mothers access to doctors and hospitals, and a platform to share experiences with other expectant mothers.

Impact

Expectant mothers get access to personalized health information, a care calendar on their fingertips.

Category: A2

Name and Age

Vijay Rathod (32)

Company

VRG Energy

Location

Rajkot, Gujarat

About the company

Creates indigenous solar solutions for agriculture.

Impact

Farmers have been able to leverage the benefit, multiply their incomes by scaling their production from a crop per year to three in a year.

Name and Age

Pradeep Shankar M (31)

Company

Saraghssoft Technologies

Location

Mangalore, Karnataka

About the company

Developed software called SwaDaM for Gram Panchayats to help them manage revenue records in local language.

Impact

Introduced digital services at the grass root level and provided employment to people from weaker sections and local community. Till now, more than ten Gram Panchayats have fully digitized water and electricity bills.

Category: A3

Name and Age

Dhruv Goel (34)

Company

SteelMint Info Services

Location

Raipur, Chattisgarh

About the company

Uses real-time data to provide customers information on demand and supply gaps, competition and opportunities in the global steel industry.

Impact

Helps customers take informed decisions in advance and reduce risks.

Name and Age

Jaydeep Mandal (33)

Company

Aakar Innovations Pvt. Ltd

Location

Belapur, Maharashtra

About the company

Manufactures indigenous machines enabling women produce affordable, eco-friendly sanitary napkins called Anandipad.

Impact

Uses a franchisee model and has 40 entirely women run factories. Provides livelihood to 500 women across 14 Indian states.

INVITING FRANCHISEES

**KOREA'S
LEADING
FAST
FASHION
BRAND**



- **QUALITY**
- **FASHION**
- **ORIGINALITY**
- **LOW PRICE**

- Lucrative investment opportunity with attractive returns
- International Fashion and Lifestyle Brand with Highly identifiable public image
- Latest international trendy products, Popular amongst the communities
- Professional support, International standards of Training and Customer service
- Extensive marketing support
- Quality Products and Moderate Pricing
- Innovative customer engagement format

**INVESTMENT STARTS FROM
INR 40 LACS**

CATEGORIES Gifts, Health & Beauty, Fashion Accessories, Digital Appliances, Exquisite Bags
IN THE STORE Creative Home, Textile & Knitwear, Seasonal Collection, Classic Fashion



For further enquires please call +91-9312070576 | retail@franchiseindia.in

IS 2019 A NEW BEGINNING FOR MSMEs?

What does loan restructuring mean for MSMEs: a lasting solution or just a band-aid for their everlasting distress? Entrepreneur examines.

By Mohit Sabharwal

Can micro, small and medium enterprises (MSMEs) be saved? Often called as the engine of growth, there are approximately 60 million MSMEs in the country, employing approximately 120 million people, which accounts for almost one in 10 Indians. But sadly, for the past few years, these enterprises have been facing a relentless economic decline. Industry wide estimates suggest that at least 35 lakh jobs have been lost since 2014, and the operating profits in the sector have declined by at least 30 percent — a corollary of the twin impact of demonetization and GST. Taking note of the distress, the political class in conjunction with the Reserve Bank of India (RBI), have been coming out with a series of remedial



NUMBER OF
MSMES IN INDIA
60-65 M

CONTRIBUTION
TO GDP **6.11%**
OF MANUFACTURING
GDP, **24.6%** OF
SERVICES GDP

EXPORTS
40% OF
COUNTRY'S TOTAL
EXPORTS

NO. OF PEOPLE
EMPLOYED IN MSMES
120 M

DEMAND FOR LOANS
BY MSMEs AS OF NOW
RS 45 LAKH CR

TOTAL OUTSTANDING
CREDIT TO MSMEs
AS OF NOW
22.8 LAKH CR.

Source: BCG report, SIDBI, CII

measures. One such measure was announced on January 1, 2019, allowing one-time restructuring of loans for up to Rs 25 crores for MSMEs. The move would allow financially strained MSMEs, which have defaulted on payments but are not yet categorized as stressed, to pay the outstanding loan in revised lower equated monthly installments (EMIs), spanning over a longer duration.

To assess the move, Entrepreneur spoke with various MSME owners and industry experts to gauge its likely impact on the sector and economy in general.

TO BE OR NOT TO BE

Definitely a solution, but tangential to the issue at hand, says Nalin Tayal of GATS India as he explains his stance on the move. Striking a chord with many MSMEs which, of late, have been increasingly complaining about the delay in payments, Nalin says, "Restructuring of loans is not the need of MSMEs. They are instead looking for timely payments from their big customers and a level-playing field, where MSMEs can work on minimum fixed margins, at par with global trends." However, Karnataka-based Srinivas M. of Panchajanya Enterprises terms the move a much awaited relief. He says, "The move is great. Cash crunch is a reality, and the move would definitely help enterprises resurrect from the financial muddle they were succumbing to." Another small enterprise owner, Nandan Serlekar of Serval Engineers, demanded a law instead mandating all the payments to be settled within a stipulated time.

A CASE FOR PROTECTIONISM FOR MSMEs

Economist Venkatesh Athreya builds a case for going back to pre-1991 era and also cautioned against the move's potential misuse. He says, "Restructuring should be done on a case-by-case basis, as many large firms often masquerade as various small and medium enterprises. The move, if not carefully implemented,



"WE NEED TO GO BACK TO THE PRE-1991 ERA. THE STATE NEEDS TO DIRECTLY INTERVENE TO PROTECT SMALL BUSINESSES FROM THE RUTHLESS COMPETITION POSED BY MULTINATIONALS."

Venkatesh Athreya, Economist



"TO RESOLVE THE CREDIT CRUNCH FOR MSMEs, NBFCS NEED TO BE EMPOWERED. IT IS ABSOLUTELY ESSENTIAL TO HAVE AN ALTERNATIVE REFINANCING WINDOW FOR NBFCS TO RESOLVE THE LOOMING CRISIS."

Raman Aggarwal, Chairman of Finance Industry Development Council (FIDC)

could stifle the benefits meant for genuine enterprises." According to Athreya, the government could have utilized favourable global economic conditions from the recent past--low crude oil prices, to introduce substantial reforms for the sector. On having missed onto that opportunity, Athreya now calls for a well-planned state intervention and reintroduction of protectionist policies, which MSMEs enjoyed in the pre-1991 era to protect small businesses from ruthless competition posed by multinationals.

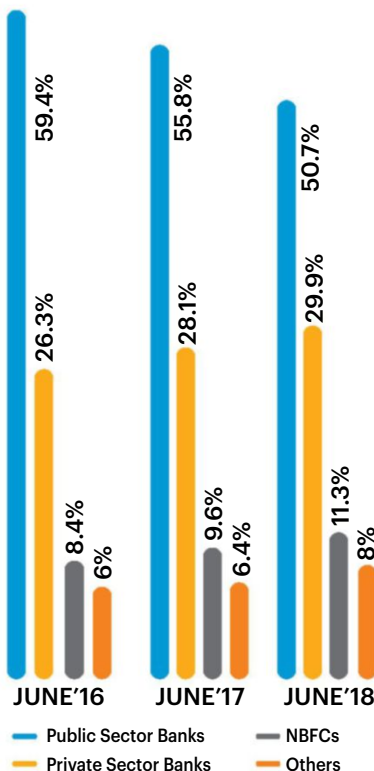
NBFCS TO THE RESCUE

NBFCS, in the last few years, have been the go-to lenders for MSMEs. Their share in lending went up from 7.9% in December 2015 to 11.3% in June 2018. But, in the recent past, these lenders themselves are facing the malaise of cash crunch, especially post the IL&FS fiasco--one of India's largest NBFC. Raman Aggarwal, chairman of Finance Industry Development Council (FIDC)—a self regulatory body for NBFCs--says, "In the wake of the recent IL&FS crisis, a negative sentiment has got created against NBFCs, which has resulted in banks becoming apprehensive in lending to them, and subsequently impacting the MSMEs." According to him, since other avenues of fund raising such as external commercial borrowings, securitization and non convertible secured debentures are restricted for NBFCs, having an alternative refinancing window for them is an absolute essential to solve the liquidity crunch permanently.

THE BANKER'S TAKE

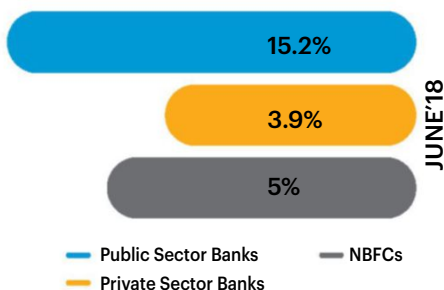
However, Anil Sharma, Independent Director at UCO Bank, believes that the move would prove to be a shot in the arm for MSMEs. He says, "Restructuring would certainly help MSMEs which have been struggling to remain afloat in the recent times. The move, ultimately, would have a significant positive impact on economy in general, he adds. Anil also counters the claim that banks have become reluctant to lending to NBFCs. He says, "The IL&FS fiasco has impacted only top 10 percent of the NBFCs to which, banks have become averse. To the rest, banks continue to lend. Infact, NBFCs induced NPAs with banks are quite low, not more than 2-3 per cent."

Market share of lending to MSMEs



Source: MSME Pulse

Level of MSME induced NPA's with lenders



A NEW FINANCIAL 'BANDHAN'

Bandhan Bank acquired HDFC led Gruh Finance in a share swap deal. It remains to be seen whether the move will turn out to be commercially adept or merely a coerced alliance to meet regulatory norms.

2018
Bandhan Bank has more than 900 branches, 14.41 million customers, and a market cap of Rs 60,000 crore.

2014 DECEMBER
Bandhan Bank became the youngest bank in the country and the first to be set up in eastern India after Independence.

2014 DECEMBER
Bandhan Bank received banking license from the Reserve Bank of India (RBI) to operate as a bank, a first instance for a microfinance entity to transform into a universal bank in India.

2001
Headquartered in Kolkata, Bandhan Bank was established in 2001 as a micro-finance company.

1988
Gruh Finance commenced its operations from Ahmedabad, Gujarat in 1988.

1986
Gruh Finance was started to provide loans to individuals in the economically weaker section.

1986
GRUH Finance (formerly known as Gujarat Rural Housing Finance Corporation) was incorporated.

2015 AUGUST
Bandhan Bank started with 501 branches, 50 ATMs, and 2,022 Door Step Service Center (DSCs).

2018
Gruh has 195 branches across 11 states, and its market valuation stands at around Rs 22,436 crore.

2018 JULY
HDFC holds the majority stake of 57.83 per cent in Gruh. Bandhan Financial Holding Ltd (promoter) holds around 82.28 per cent stake in Bandhan Bank.

2018 AUGUST
Bandhan Bank received flak from the RBI for failing to reduce promoter's stake to 40 percent.

2018 AUGUST
As per RBI's rule, a newly-licensed bank has to bring promoter holding to 40 percent within three years of starting operations.

2018 AUGUST
RBI withdrew its general permission for opening new branches to Bandhan Bank

2019 JANUARY

To abide by the RBI's norms, Bandhan Bank announced the acquisition of Gruh through a share swap deal.

2019 JANUARY

The merger is carried out on the six-month weighted average price, and an all-share swap merger.

2019 JANUARY

In the deal, Gruh Finance was valued 13.6 times its net worth as on September 2018.

2019 JANUARY

For every 1000 shares held, shareholders of Gruh Finance will get 568 shares of Bandhan Bank.

2019 JANUARY

The deal will bring down promoter's stake of Bandhan Bank to 61 percent from 82.2 percent, yet 21 percent short of the RBI's stipulated norms.

2019 JANUARY

HDFC will end up owning 15 per cent in the merged entity. Since the RBI restricts single entity holdings for banks to 10 percent, HDFC will have to shed its stake further.

2019 JANUARY

The combined valuation of the merged entity stands at around Rs 84,000 crore.

2019 JANUARY

The merged entity will have 4,182 banking outlets, 476 ATMs and more than 31,000 employees.

2019 JANUARY

Following the announcement, shares of Bandhan Bank and Gruh Finance tanked by 4.80 percent and 16.38 percent respectively.

2019 JANUARY

The acquisition is believed to be a good fit for Bandhan. Gruh has an impressive track record. According to its Q2 FY19 results, its ROE stood at 27 per cent.

2019 JANUARY

The merger would help Bandhan expand its reach, diversify products, and keep the underbanked market intact.

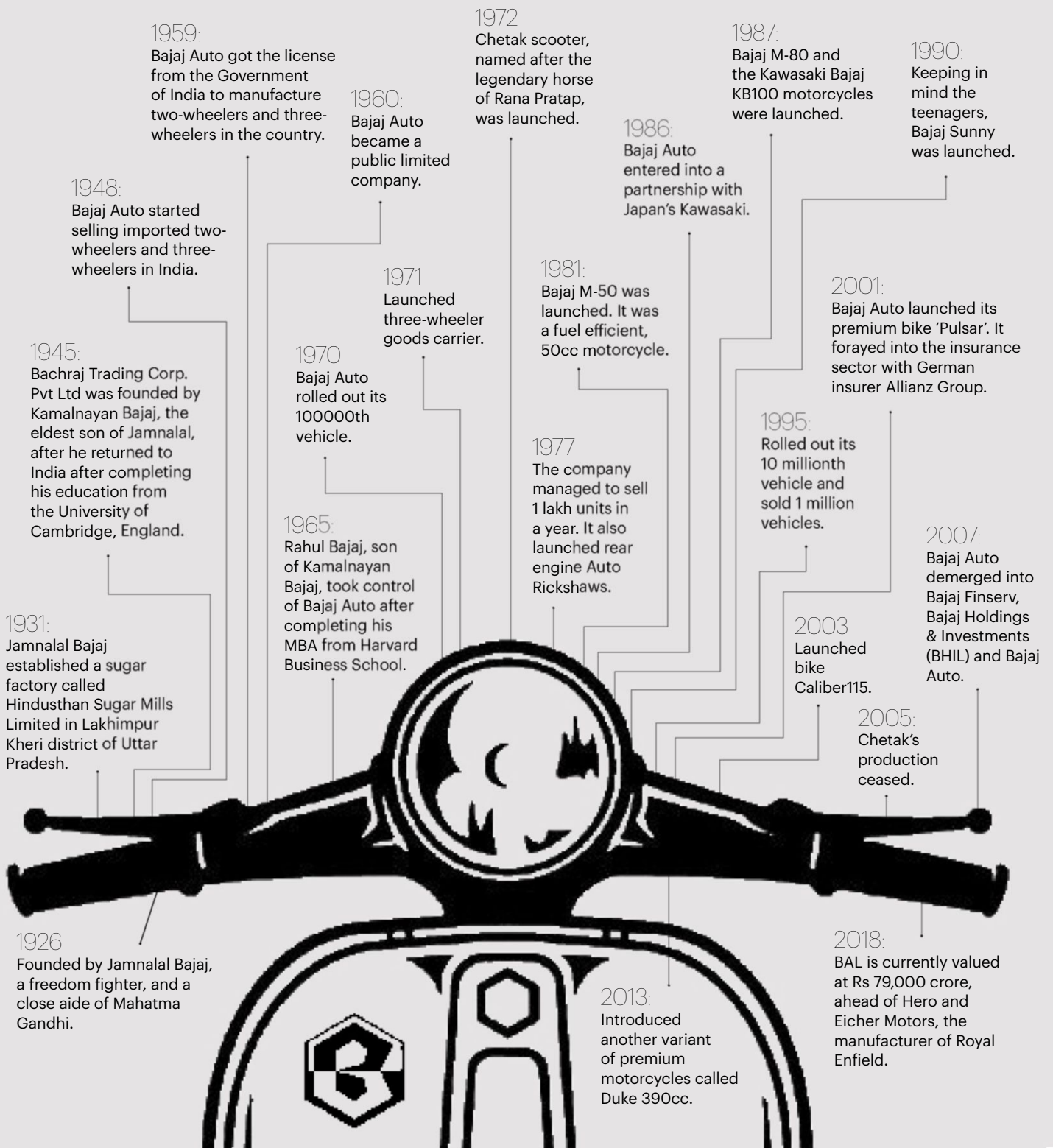
2019 JANUARY

Gruh operates in rural and semi-urban areas of Gujarat and Maharashtra, while Bandhan has a stronghold in eastern and north eastern regions of India.

Compiled by Mohit Sabharwal

93 YEARS ON BAJAJ'S WHEELS

The doyen of two-and-three-wheeler manufacturer in India, Bajaj, gives us every reason to believe in indigenous technology and our values. For bourgeois Indian households, technology, for the better part of the 20th century, meant Hamara Bajaj. Entrepreneur traces the behemoth's legacy.



ASIA'S BIGGEST INTERNATIONAL FRANCHISE OPPORTUNITIES PLATFORM

8th Edition

Master Franchise Show

22-23 June 2019 | JW Marriott
 Aerocity, New Delhi

WHY EXHIBIT AT MFS 2019

- | | |
|--|---|
| 2 DAYS
Exhibition with
Dedicated Zones | 100+
Thought
Leaderships |
| > 2000
Professional
Trade Visitor | 1000+
HNI Investors |
| 2000 sq.m
Event Space | 200+
Exhibitors |
| > 800
Business
Matchmaking
Meetings | 300+
Business Ideas
and Master
Franchise
Opportunities |

SOME OF OUR PREVIOUS EXHIBITORS



MEDIA PARTNERS



For Exhibition Contact : Venus Barak +91-9810184898 | Mail to venus@franchiseindia.net
www.masterfranchiseshow.in



Which are Your Favorite Apps?

Entrepreneurs usually have a lot on their plate. And to be on top of their game, they have to get their juggling act together. Entrepreneurs are expected to be adept using their time and energy in the best possible way. And that's where technology comes into play. Entrepreneur spoke to various founders to unplug how they keep their personal and professional lives in order through apps. *By Mohit Sabharwal*



KALYANI KHONA

CEO and Co-Founder, Inclov

"I'm a minimalist, and therefore, don't believe in owning a vehicle. In this regard, Uber has been my saviour, helping me hop from one meeting to another within minutes," she says. Second most-used app on Kalyani's list is Zomato. She says, "Since my work requires me to have client meetings frequently at different places, especially coffee shops, having Zomato Gold has been a big saver on bills." The third app, which Kalyani most often resorts to is Airbnb. "I'm a travel junkie. To take a break from work, I visit a new place every five-six weeks," she says.



ARCHIT GUPTA

Founder and CEO, ClearTax

"I use Apple Notes with the iPad pencil for doodling and thinking. And, for daily logging of my work, I use Evernote," he says. To look after his health, Archit uses Google sheet on a daily basis. "I use a Google sheet for tracking my morning workout. I just mark a yes/no in a calendar in excel," he says. For expanding his knowledge base, he reads books a lot. Traditionally, a fan of physical books, Archit says that he has switched to using Kindle app more often these days.



NITHIN KAMATH

Founder & CEO, Zerodha

Nithin says that his work life revolves mostly around Google apps. "To manage my work, I use Google Calendar for all my meetings, Google Note for taking notes and Google Hangouts for communicating internally with the team." But, what tops Nithin's list is Google Keep. He says, "My personal favorite is Google Keep. I either type or voice record everything I think could help my professional and my personal life". Beyond work and to indulge in interests in free time, Nithin says that he uses the Chess and Guitar Tabs app the most.



coffee-bike®
Mobile Coffee Company

BECOME A PART OF WORLD'S #1 MOBILE COFFEE SHOP CHAIN FROM GERMANY



Inviting
Area
Franchise

USP

- Sustainable self-contained coffee bikes
- Affordable Investments
- Global presence in 18+ countries with 250+ franchisees
- Grind on demand concept
- Port a filter machine
- Certified organic coffee

Franchise Facts:

- Investments: 1 Cr
- Area required: 30-35 sq. ft.
- Expansion: Delhi NCR, Karnataka, Telangana, Tamil Nadu, Maharashtra



For Franchise Enquiries Contact

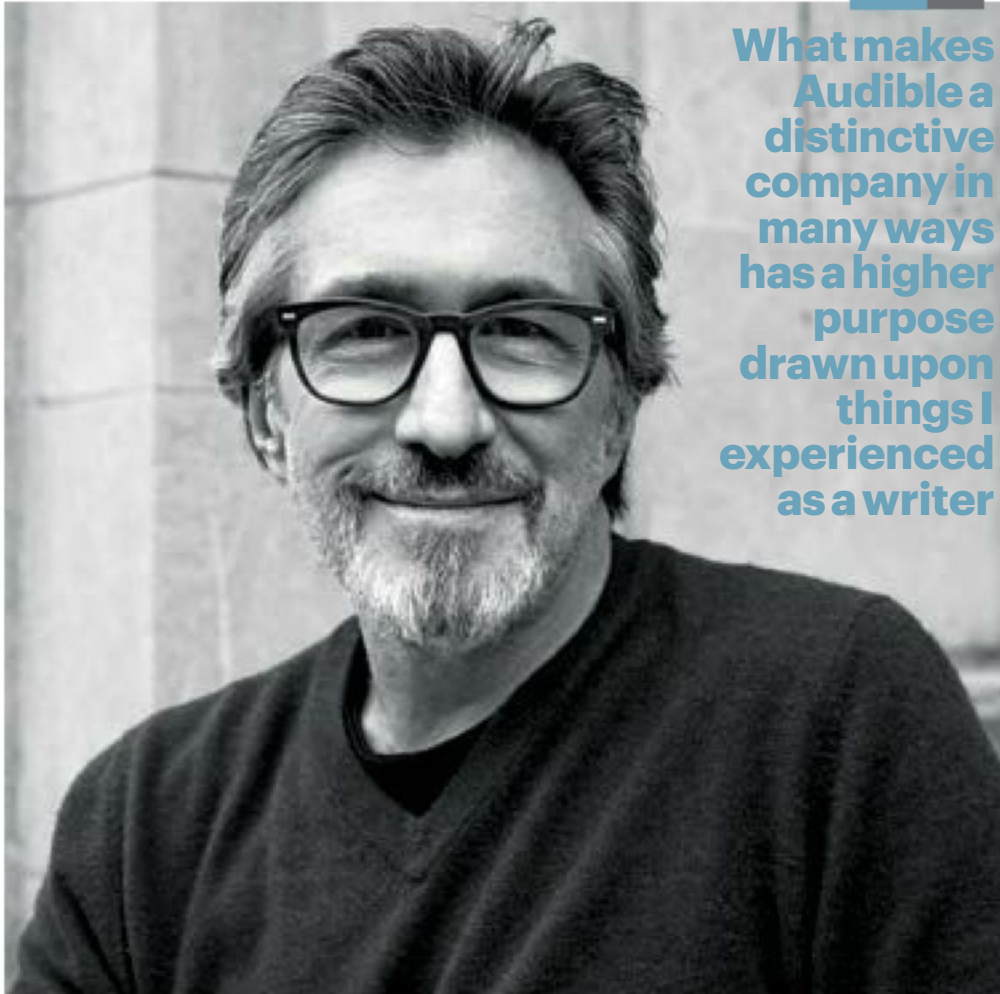
+91 7290068954 | mohit.sharma@franchiseindia.net

Brought to you by

FranGlobal®
International Market-Entry Specialist




What makes Audible a distinctive company in many ways has a higher purpose drawn upon things I experienced as a writer



made quite an impact in the audio entertainment market by providing original content, over 2,00,000 English-language audiobooks. As insane as the number might sound, that's not it, one also has over 400 exclusive titles by local authors, making it an ultimate place for people who value recitals and narration. While he is known as a popular tech person, he was once a correspondent for Rolling Stone, where he covered terrorism and revolutions around the world and then he turned to writing. Twenty years into this profession did make him push the limit and achieve the impossible.

Before becoming the top tech CEO, he learned to depict things as they are due to his stint as a journalist. Covering wars and real-life stories affected him to the core and that's when he turned toward the books.

Katz says, "I'm lucky to have had the gift of two careers. I began my 20-year writing career for Rolling Stone as the magazine's London correspondent in the mid-'70s, and I went on to cover wars and revolutions and met the most interesting, gifted and terrifying people. I was very affected by being part of the early days of Rolling Stone, when we felt we were imprinting the culture with something new and writing stories that depicted the world, not as it is, as a line in the Talmud phrases it, 'but as we are'. There was a real élan to it."

Katz left writing but his experience as a writer made him build a successful brand. "Many elements that make Audible a distinctive company in many ways has a higher purpose drawn upon the many things I experienced as a writer," he explains. 

Pushing the Limits

From being a war journalist for Rolling Stone to becoming one of the top disruptive leaders, Donald Katz has come a long way. Here he talks about his time as a war correspondent and his entrepreneurial journey.

By Priyadarshini Patwa

Donald Katz, CEO of Audible, who contantly strives to find a balance between today and yesterday. Named as one of the top disruptive leaders, Katz, the tech man is the founder of the world's largest seller and producer of downloadable audiobooks and other spoken-word content. Going by the numbers in 2016, users downloaded almost two billion hours of content. "At

its best, Audible is imbued with the élan I experienced during Rolling Stone's first decade, a sensibility derived from the act of imprinting the culture with a new level of truth-telling and literary style, and it holds to my long belief that companies can have hearts and souls and missions that can transcend financial success," he says.

Founded in 1955, Audible now owned by Amazon is the ultimate platform for people who love storytelling and

listening to content rather than reading it. But reaching this level wouldn't have been possible for Audible without Katz's unrelenting passion.

Obsessed with writing and literature, he always knew the value of stories and its voice. So coming up with something like Audible was always on the cards. While Audible has been around globally for over a decade now, it made its debut in India recently. And just in a short duration of time, it has

DATING APPS

In the digital age, the advent of smartphones and social media has given rise to multiple dating apps. The popularity of these apps has sky-rocketed to such an extent that even the least interested is aware of one dating app or the other. Tinder's burgeoning popularity and huge success are a testimony to the potential this area has in India. Here are the top apps that have found compatibility in the Indian market:

TINDER

This app has a groundbreaking presence in India and Asia, it has simplified the concept of dating. Launched in India in 2013, the location-based app allows users to like (swipe right) or dislike (swipe left) other users, and allows users to chat if both parties swiped to the right (a match). Seeing the promising Indian online dating market, Taru Kapoor, GM of Tinder and Match Group, says, "In India, conventionally, it is hard to meet people outside of your immediate social circle of friends, family, and colleagues. The growing advances in technology — particularly the popularity of the smartphones — have proven valuable in facilitating the universal need of people connecting, meeting and communicating with each other."

TRULYMADLY

Launched by Hitesh Dhingra, Sachin Bhatia and Rahul Kumar in 2014, TrulyMadly has been a dominant player in the Indian dating market. Based on the preferences, the app brings like-minded peeps together. Bhatia says the real market is in smaller towns and cities, which is vastly untouched and that is where the real opportunity is. "It is still a very nascent market where predominantly the penetration is among the urban/semi-urban English speaking audience. The market is driven by a lot of repeat users and installs," he says.

WOO

Founded by Sumesh Menon (CEO) and Ankit Nautiyal (CTO) in 2014, Woo is a matchmaking app that helps singles to connect with each other based on common interests. Menon says, "As India is rapidly transitioning from joint to nuclear families, conformist to the brave, collective to the individualistic, finding love is the next big adventure. Demanding careers, long commutes with time being life's most precious currency... in this kind of context, meeting

someone special becomes quite challenging and people are acknowledging that by turning to technology to address this problem."

HAPPN

Founded in 2014, the French dating app Happn allows you to easily find people you've crossed paths with in real life. According to Claire Certain, head of Global Trends, Communications and Media at Happn, the Indian dating market is growing rapidly. "We launched a year ago and now we have approximately a million users. That's crazy,"

she says. At present, Happn is addressing singles living in big cities and has added big cities like Delhi and Mumbai.

BUMBLE

Whitney Wolfe Herd, co-founder of Tinder, founded Bumble in 2014 shortly after leaving Tinder. It is one of the fastest-growing dating apps in America. It uses Facebook account details (like your name, age, and occupation) to create a ready-to-go profile. In heterosexual matches, only female users can make the first contact with matched male users, while in same-sex matches either person can send a message first. Sarah Jones Simmer, COO, Bumble sees the Indian market as incredibly exciting. India is the first Asian country to get Bumble app. "There are more than 300 million young adults excited to build romantic relationships. We're excited to learn and better understand the needs of the Indian consumer and how we can be relevant in their lives."

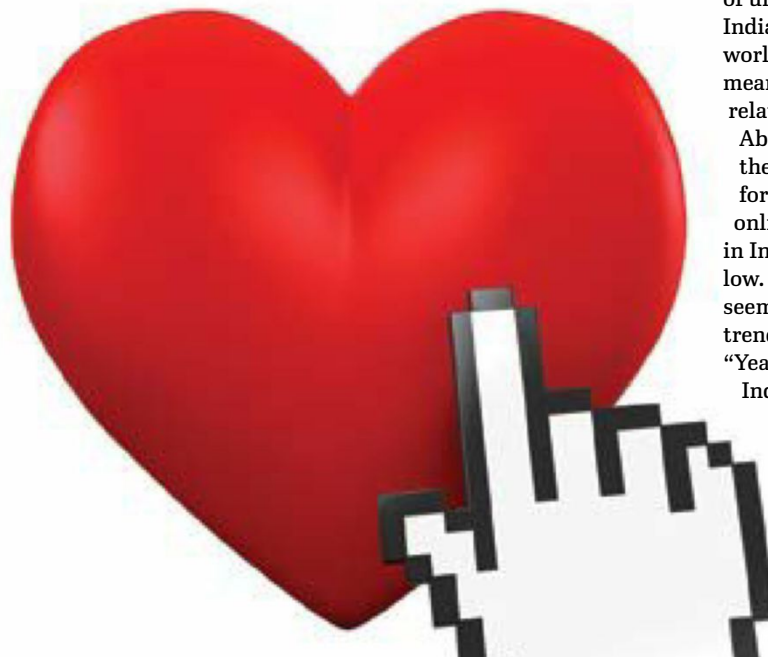
AISLE

Launched by Bengaluru-based startup Aisle Network in 2014, Aisle is a handpicked community of urban, like-minded Indians from around the world looking to have meaningful and long-lasting relationships. Founder, Able Joseph says that the public sentiments for the billion-dollar online matrimony market in India are at an all-time low. While online dating seems to be the alternative trend that is catching on. "Years of exposure of the Indian youth to western media has played an important part in making online dating more appealing," he adds.

Digital Love for Instant Gratification

From swiping right to clicking a heart icon on probable profiles, some online dating platforms are building creative ways to connect people.

By Nidhi Singh



FIVE ASIAN TECH WONDERS OF 2019

These smart gadgets may look unusual but they are designed to meet every entrepreneur's need.

Atypical life of an entrepreneur revolves around work, and work alone — inbox brimming with unread emails, hectic meetings, and a lot of travelling. They consecrate their work and without technology they might find it extremely difficult to juggle so many tasks at once. So innovative tech gadgets can help make life easier for entrepreneurs. Some high profile gadgets ranging from LG's rollable TV to Nreal's Mixed Reality Glasses were showcased at the annual Consumer Electronics Show held in Las Vegas. Here's the lowdown on some cutting-edge gadgets presented by some of the Asian companies at CES 2019.

By Nidhi Singh

FLEXPAI

Ever heard of a foldable phone? Last year, Chinese tech giant Royole Corporation introduced the world's first commercial foldable smartphone called FlexPai at an event in Beijing. The smartphone has a flexible screen, giving it the portability of a smartphone plus the screen size of a high-definition tablet. For entrepreneurs who don't know what to buy — a smartphone or tablet — this might be the best answer. **Price:** \$1,600



NREAL SMART GLASSES

Beijing-based Nreal, developer of mixed reality (MR) glasses, announced Nreal Light mixed reality glasses that are capable of achieving highly realistic interactions between digital avatars and the real world, powered by two onboard cameras. Its display has 52° Field of View (FoV), 1080p resolution for vivid 3D graphics, and low latency, which offers an immersive mixed reality experience. **Price:** \$1,000





→ **OVIS, CARRY-ON SUITCASE**

For entrepreneurs, the most common challenge is travelling because it involves back-to-back meetings with new people in a new city. However, Ovis, the first AI-powered suitcase by Chinese robotics company ForwardX can save you from travel nightmares. The suitcase follows you by side autonomously, enabling a true hands-free and worry-free travel. With the help of algorithms, Ovis stays by your side at all times so you don't have to constantly look over your shoulder to see your luggage.

Price: \$799

SONY GTK-PG10 SPEAKER ←

Do you love hosting parties at home? Sony GTK-PG10 could be your ideal match. The portable wireless speaker is best for enjoying music outside, whether it's a party, a picnic or a camping trip. All you have to do is fold up the top panel and take the GTK-PG10 with you for room-filling sound that doesn't use up too much floor space. Not only it plays music but also unfolds into a miniature table, a perfect place to put drinks.

Price: \$250

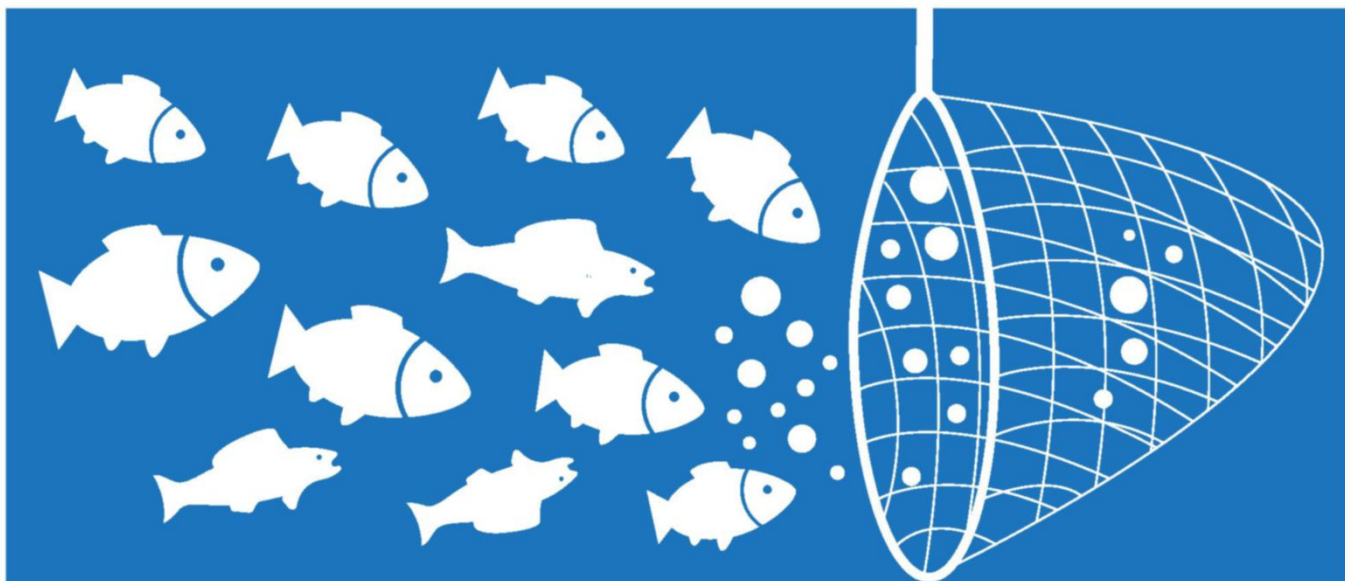


→ **CREATIVE SXFI AIR**

Majority of smartphone companies are embracing the wireless trend. Singapore-based Creative Technology's SXFI AIR series headphones would be a perfect fit for music enthusiasts. This Bluetooth and USB headphone has built-in Super X-Fi technology that provides holographic audio personalized to your own ears for an unbelievable headphone experience. It has an SD card slot, 50mm drivers, touch controls, and a customizable RGB light ring.

Price: \$159.99





HACKS TO GROW CUSTOMER REACH

How these entrepreneurs devised low-cost, yet effective marketing, brand building and customer-acquisition strategies to help their startups grow.

By Mohit Sabharwal

SACHIN JAISWAL

CO-FOUNDER, NIKI.AI

Niki.ai has built 60 percent of its entire customer base of over three million at zero Customer Acquisition Cost (CAC). About his strategy, Jaiswal says, "First, we reached new customers through the clients we supplied chatbots to. The chatbots, integrated into the clients' platforms, gave us access to their existing customers, who interacted and shared information with our installed chatbots." Secondly, they took a deliberate decision of not building its own digital wallet. "Instead, we partnered with the existing brands in the domain viz Amazon Pay, LazyPay, PayZapp," he says. According to Jaiswal, these established brands, banking on their huge marketing budget, usually roll out offers and discounts to attract consumers, and Niki, on its own, does not have to roll any offers explicitly.

"Having partnered with such brands, our monthly visits have increased by 200k-300k, without spending on advertising and marketing."



RAVITEJA DODDA

CO-FOUNDER AND CEO, MOENGAGE

"Of late, marketers have been failing to send their content across mobile phones to consumers," says Dodda. According to him, Google Cloud Messaging (GCM) via which most of the mobile marketing takes place, was failing on a number of mobile phone specific restrictions. "As a result, the entire effort of marketers to reach consumers was going in vain," says Dodda. Taking note of this, Dodda decided to develop an indigenous messaging system, on the lines of GCM, but whose functioning would remain agnostic of a mobile device's characteristics. He says, "The outcome has been great. The system's delivery rate has been 100 percent so far, and, thus, is being increasingly deployed industry wide to help marketers reach consumers."



DARSHAN SINGH PANESAR

MANAGING DIRECTOR, JOSH TRACTORS

Ludhiana-based Josh Tractors struggled to afford TV ads. Panesar says, "I did not have the budget to advertise my tractors on television. But, I knew that it was essential to build a brand image." Thus, he thought of a low-cost marketing strategy pivoting around farmer's inherent like for music. He says, "I hired a number of budding singers from Punjab. I sponsored their singing shows across villages and rallies in Punjab." Farmers, who in general are fond of music, would often form the major chunk of the audience in such shows, he adds. Panesar says singers began singing by shouting aloud Josh's name. With a few months, farmers began to recognize and relate with Josh's name. The strategy ultimately worked and Josh was able to sell all its 200 tractors within two years of its launch.





Voracious, Yet Cautious

Sandeep Murthy's mantra is focusing on a few enterprises for prolonged periods, which have yielded favorable returns. The recent third round fund of \$300 million bears a testimony to his keen understanding of business and success as a partner with Lightbox, which raised a whopping \$300 million. Sandeep's philosophy, when it comes to investment is voracious, yet simple. Whenever he trudges into a clientele space, he pools in huge sums early on and tends to work closely with entrepreneurs. "The primary element in fintech is finance and lending. When you start a business, there are three things — consumer, risk assessment and collections. It is a herculean task to master these aspects during the early phase. Irrespectively, I have also backed a B2B payment module Paymate," he explains.

By Kartik Sood

REBEL FOODS

Restaurant and food delivery chain

Catering to over 30,000 customers a day and 1,100 restaurants in over 15 cities, Rebel Foods has come a long way. But it was cost-structure technology of the food and restaurant chain that lured Sandeep. "Rebel foods brought about a revolution in the foodtech sector. Food is already a huge marketplace and rather than playing delivery or menu aggregation, they took a step ahead and owned the product thereby improving its quality. Moreover, they are doing this from just 170 kitchens. We can open multiple stores from a solitary kitchen," Sandeep says. The Pune-based tech focused QSR chain grabbed \$20 million in funding led

by LightBox Ventures and Sequoia Capital, out of which \$4 million was debt.

MALORRA.COM

Online jewelry store

The big fat Indian wedding is a season of splurge and jewelry coupled with innovation. And that makes Melorra.com the flavor of the matrimony season. But when the season ends, the luxurious metal spends most of its time in lockers. Melorra offers jewelry that can work with your daily wear or that you can wear on different occasions like pool parties, office outings etc. Sandeep feels that the store is capable of redefining the Indian fashion market transitioning the spectrum from traditional to contemporary. "The striking feature is that there's no constraint of location

as we are mowing down physical infrastructure and can serve the consumers through virtual stores. Unlike, jewelry shops, we have a broader reach and rather than investing on working capital, we can invest on cool designs and earn the premium on design," Murthy states. He funded Melorra with \$12 million in 2016.

DROOM

Online used automobile store

Droom is the third largest e-commerce company in India in terms of GMV (\$890 million annual) and is en route to becoming the largest online auto marketplace. Capturing over 65 per cent market share of the automobile transactions online, the Gurugram-based venture has presence in all

four marketplace formats namely B2C, C2C, C2B and B2B with three dynamic pricing — fixed price, best offer and auction. "Rather than just charging consumer to post their ads, Droom presented a myriad of services like warranty, roadside assistance, insurance and gradually moving into the finance side of providing auto loans. The data collated on every vehicle like 128-point vehicle inspection checklist, history, price consistency and fair costing is where Droom climbed a notch higher than its competitors," he says. Featuring a growth rate of 220 per cent and with an eye on the Indian hyper-local market, it has reached out to more than 3,00,000 auto dealers. In 2015, Murthy pooled in \$20 million in Droom.

OUT OF THE BOX

Open-plan offices replaced the soulless cubicles in the Asia-Pacific region. Now the no-wall workplace is having its bubble-burst moment. Is an ideal workspace really a myth?

By Pooja Singh



It started with sprawling floors with no walls and cubicles. Long tables came marching in, making everyone, from junior to senior, sit shoulder to shoulder. More collaboration will happen. More ideas will sprout. Productivity will skyrocket. Outsiders will applaud the energy bursting in the office.

That's how the idea of open-plan offices was sold to the world decades ago. According to a 2010 study by the US-based International Facility Management Association, almost 70 percent people

worked in an office with either no walls or low walls. Giants like Google, Yahoo!, Facebook, and other startups have made the open-plan the epitome of a productive office. The \$20 billion unicorn WeWork flourished on the principle that if people are in a shared space, they will network more. But do they?

LET IT BE KNOWN

In an open-plan office, one can hear the sound of heavy fingers tapping away at a keyboard from a corner, or know who is having a tough time convincing a client. In

other words, there's seldom any privacy, and often plenty of noise. "I try to tune people out by putting on noise-cancelling earphones. All that chatter interrupts my flow of thoughts. It's uninspiring. It kills epiphanies," says Nicole Wee, a young writer who works with a startup in Malaysia.

Such spaces are not good for collaboration either, the very reason they are promoted for. A 2018 July study by Harvard University's business school found that open offices reduce face-to-face interaction by 70 percent and

increase email and messaging by almost 50 percent. Open offices, the researchers wrote, tend to be “overstimulating”. Too many people mean too much information, too many distractions, too many people walking around — all of which “appears to have the perverse outcome of reducing rather than increasing productive interaction.”

PEACE COMES AT A COST

Another study by Harvard University’s public health school states that even architects who design such offices personally hate them. They believe open spaces lower work engagement and job satisfaction, increase difficulty with concentration, and the total effect on professional relationships (that is, internal ties) is negative. The study also suggests that people in open offices take more sick leave, report greater unhappiness and stress, less productivity than those with more privacy.

Yet, the open-plan continues to flourish across the world, especially in Asia, where several startups believe such a layout is the best (and cheap) bet. The Asia-Pacific Occupier Survey 2018, a CBRE research, which polled corporate real estate executives from multinationals and large Asian corporates from October to December 2017, found that 45 percent of respondents plan to increase their corporate real estate portfolios in Asia-Pacific in the next two years, with China, India and Singapore being the top three choices (in that order). Over 30 percent of the occupiers plan to increase their use of co-working space because they believe there’s a greater need to promote innovation and creativity in the workplace.

What they don’t realize is that any savings a company makes from the office construction (or lack of it) gets stunted by business costs it has to suffer due to unproductive and unsatisfied employees.

TIME TO MOVE ON?

Amanda Stanaway, principal of global architecture firm Woods Bagot, says open-plan offices have been in existence and prevalent in all of her 20-year career. “Our clients in almost all sectors are all open plan, with very few having cellular offices,” she informs. But now, the Australia-based expert adds, they are an old topic. Companies are slowly realizing that open-plan offices require a balance of enclosed (quiet space for concentration) and open, connected space for

collaboration and work. They are moving on to a more evolved open plan, which includes activity-based working (ABW) or agile working — “all of which work on leveraging space but also providing users choice and a diversity of space.”

Wiktor Schmidt, the chief executive of Netguru, one of the world’s leading software development companies with a strong presence in Asia-Pacific, believes that office layout should not necessarily play a role in the life of an employer and employee, for productivity is closely “correlated to the culture, processes, and systems in place inside a company. Effective and empathetic leadership combined with systems in place for efficient communication across teams can have more of an impact on productivity than a physical layout of an office.”

Netguru moved from the traditional office model years ago, and embraced a “highly successful (strategy), with a global, remotely distributed workforce,” informs Schmidt. Their remote team works with over 200 clients in more than 30 countries.

NO SUCH THING AS PERFECT

Remote work environment too comes with its set of challenges. For instance, how do you ensure employees are being productive? Trust is the main factor, says Schmidt. “You need to be transparent, open, and ensure that such a setup works. Having a strong, values-focused



“OUR CLIENTS IN ALMOST ALL SECTORS ARE ALL OPEN PLAN, WITH VERY FEW HAVING CELLULAR OFFICES.”

Amanda Stanaway, principal,
Woods Bagot

foundation can positively impact all aspects of a business, even relationships with external clients. If anything, we try to over-communicate, both internally and externally. We do this by constantly updating each other and making use of the latest communication technologies such as Slack and Jira.”

Keeping an eye on a staff’s performance is a complete no-no, he adds. The best tactic, he suggests, is having your management team lead by example and setting clear expectations of how you should work and communicate as a remote employee. “Draft employee handbooks and over-communicate processes explicitly across your teams. Hire mature, self-starting employees, and support them to do the best work of their careers. We’ve found that if you celebrate your employees, and trust them in their remote work, they will do an excellent job in return,” Schmidt suggests.

So is there a formula for an ideal office space? Schmidt says if people are equipped with the right tools and entrenched in the right environment, they will find more ways to collaborate and be successful whether they are in an office, or working remotely.

Stanaway concurs, saying: “In an age where people can work from anywhere, anytime, they can also find the right spaces to perform the right task.”

OVER 40%

corporates plan to increase their corporate real estate portfolios in Asia-Pacific in the next two years, with China, India and Singapore being the top three choices (in that order).

OVER 30%

of the occupiers plan to increase their use of co-working space because they believe there’s a greater need to promote innovation and creativity in the workplace.

Source: The Asia-Pacific Occupier Survey 2018 by CBRE

Asia's Startups Strategy to Win-Cross Industry

Cross industry investments and interests may look new but they have been a successful bet of titans like Apple

By Komal Nathani

The startup ecosystem is thriving by the day. Entrepreneurs across the world are breaking the confines of industry walls and foraying into multiple business sectors. From Singapore's ride-hailing giant Grab's foray into insure tech to China's entertainment app Bytedance's interest in the education sector, firms are tapping relatable as well as non-relatable sectors to capture the market by offering variety of services to consumers. This has, however, raised a question within the ecosystem: Is cross-industry expansion a good idea?

BREAKING OUT

Cross-industry ecosystem is not a new phenomenon. Apple, for instance, leads an ecosystem that spans at least over six industries, including personal computers, consumer electronics, information and communications, music and TV. Considered to be today's Wolf of the Wall Street, Amazon expanded into cloud computing through Amazon Web Services and last year, it moved into healthcare.

A 2014 Accenture study, "Cross Industry Ecosystems: Growth Outside the Box" states, "Because of today's advanced connectivity solutions and value-laden emerging markets, many companies have never been better positioned to engage in multi-industry collaborations. But very few have broken out

of the static industry box." Previous Accenture studies suggest that the future growth opportunities will increasingly emerge outside a company's traditional business.

TAKING DETOUR

Cross pollination helps, says Viral Jani, former Twitter India head and senior vice president (investment operations) of investment firm Times Bridge.

"Most of these companies have reached a certain stature and user base, and they have a very loyal user base, once they have that, they want to build a network of products. A platform like TikTok, once they have a large audience base, they try to keep the audience within their ecosystem of apps. But it all boils down to the choice of market need-gap they are targeting, and how they are

executing it," says Jani.

Look at ride-hailing startup Uber's entry into food tech, for example. "If you look at, it's a good move from the perspective of their business model. They are in the business of mobility, so they expanded into broader level," says Jani. He stresses on how China has a history of building companies that are doing multiple things in Asia. On the recent move of Grab and its Indonesian rival Go-Jek's entry into the digital payments, Jani says, "They have a huge head start if they want to foray into other sectors. It gives them an advantage to have a certain base of audiences, which they can cross-pollinate to make a mark in other sectors."

BALANCING ACT

Counting the technical advancements of today's

rising Internet economy, Roger Lim, founding partner, NEO Global Capital, says, "Internet economy has challenged companies to diversify and go beyond their initial offerings. This has resulted in the emergence of tech heavyweights like Amazon and WeChat, that are following a platform approach."

While cross-industry diversification model is still in its early stages, apps like Go-Jek and China's Didi have taken a hyper-localized approach. Lim says firms should consider the risks and returns of diversification relative to the market position it occupies. "Diversification has to be built upon and supported by a robust internal ecosystem before it can provide a comparative advantage, even in rapidly moving industries like technology." 📌

ASIA'S TOP UNICORNS INVESTING CROSS-INDUSTRY

GRAB - SINGAPORE

GrabTaxi (ride-hailing)
 GrabFood (food-tech)
 GrabPay (fin-tech)
 JV with ZhongAn (insure-tech)
 GrabCar (car-booking)
 GrabCycle (rental)

GO-JEK-INDONESIA

GoRide (ride-hailing)
 GoFood (food-tech)
 GoPay (fin-tech)
 Go-Mart (discontinued) (grocery)
 GoMed (healthcare)
 GoBox (transport)
 GoCar (car-booking)
 GoTix (online tickets)

IDI CHUXING-CHINA

Ride-hailing
 Fintech
 Hotel-booking
 Car and health insurance

BYTEDANCE-CHINA

Music & entertainment
 Duoshan (social media)
 TopBuzz (content app)
 Education sector



AMIT RAMANI

CEO-founder, Awfis, India



Kapil Dev. His entrepreneurial spirit, passion and go-getter attitude of taking calculated risks has inspired me in many ways, and laid the foundation for me to become a first-generation entrepreneur.



CHEETUNG LEONG

Co-founder, EngageRocket, Singapore



Leonardo da Vinci. His curiosity and achievements in diverse areas inspired my interest in many different fields of study. He tied everything to logic and empiricism, a remarkable commitment to using data that I appreciate deeply.



GABRIELE FADDA

Co-founder, SmartBite, Kuala Lumpur



Bill Gates. I really admire him for his attitude and what he has accomplished. He has this quote which I love and have adopted as part of my work: "Your most unhappy customers are your greatest source of learning."

Who was Your Childhood Hero?

If ever there was a list of most-asked questions for entrepreneurs and business leaders, this query would certainly be somewhere in the top five. Why not? After all, our childhood heroes represent who we want to be in life and inadvertently shape our ambitions and approach to life. We asked entrepreneurs across the Asia-Pacific region about their childhood heroes and what they learned from them. Here's what they had to say.



PETER YOONG

co-founder, Pulsifi, Malaysia



Anthony Robbins. Early in my career, I was very impatient with anyone who didn't perform: employees and even myself. I once attended Robbins' seminar, Awaken the Giant Within. Since that day (18 years ago), I have held the belief that every person has his or her potential for greatness, not only of myself, but everyone around me.

LIM EE LING

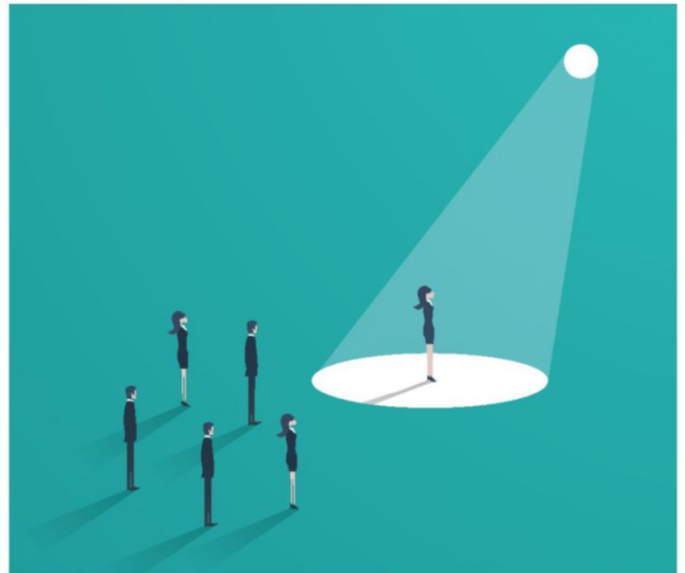
CEO, Smarter Me, Singapore



Li Ka-shing. Apart from his rags-to-riches story, which is inspiring, it is his thirst for knowledge — how he believes that no one is born to be dumb, that your life can be changed through constant learning. And his emphasis on the value of working hard, which can compensate for some of our weaknesses.

The Top-Talent Trick

By offering workplace flexibility, startups are attracting executives they otherwise couldn't afford. **by LIZ BRODY**



So you've got to hire a CFO. The traditional path would be to find someone who shows up early every day and cranks indefinitely. But what if your new CFO was a young mom who works remotely one or two days a week, or comes in from noon to 8 PM, or maybe even works part-time? She comes with the high-level experience you covet, but she wants flexibility—and to get it, she's ready to deal.

That's the idea championed by Manon DeFelice, founder of an executive search firm called Inkwell. After having her third child, DeFelice was struck by how hard it was to work a traditional job

structure around family life, and saw she wasn't alone: Research has shown that career women who leave the workforce for three years or more will lose up to 46 percent of their earning power. They're full of ambition, but they can't manage a 9-to-5. "I wanted to catch these women before they dropped out," DeFelice says.

Inkwell has been placing these candidates in flexible roles for the past five years (the company takes 25 percent of the first-year salary), and though 80 percent of the company's 4,000-candidate community is female, men are coming aboard, too. Not every company is immediately comfortable with the trade-off, though. Here are three case studies of startups that hired flexibly.



BENEFIT/
Part-Time Execs
CASE STUDY/ WeTransfer

WETRANSFER IS a file-sharing service based in Amsterdam, where workplace flexibility is common practice. When president **Damian Bradfield** was hiring to staff the company's tiny Los Angeles office, however, he didn't think to offer much flexibility simply because it's less common here. But there was a snag: WeTransfer wanted senior-level people part-time. "If I can hire a really good heavy-weight executive a few days a week to make an impact on our business until we get to a place where we can afford them full-time," says Bradfield, "that's great for us, and even better if it works for both parties." Through Inkwell, he found a mother with 12 years of experience to head up U.S. brand partnerships, and a man with a consulting firm who would double as VP of business development. Both started part-time and now work five days a week—with the option to do it remotely.



BENEFIT/
Affordable Salaries
CASE STUDY/ Paddle8

IN ITS EARLY DAYS, the online auction platform Paddle8 had 25 employees and was looking to scale, but it didn't have the budget for heavy hitters. Cofounder **Osman Khan** says he liked the idea of "finding talent that was willing to take a haircut to their market rate"—and decided to try Inkwell. The first person he hired was his head of HR. She was a former head of HR at Gucci, where she'd made \$500,000. At Paddle8, she made \$125,000—but could work at home two days a week. "Once I saw the success of that [hire], I drank the Kool-Aid pretty hard," Khan says. He then filled several other key positions through Inkwell—a CFO, controller, a general counsel, accounting and marketing roles. "There's a lot of people who assume that flexible work equals less work," says Khan. "But productivity was through the roof. You just have to create a company culture that embraces that model."



BENEFIT/
Diversification
CASE STUDY/ Crunchbase

IN 2017, Crunchbase CEO **Jager McConnell** was at a conference speaking about diversifying executive teams. Afterward, Inkwell's DeFelice came up to him to explain her platform. He was intrigued, although concerned about the impact it would have on company culture. "But I was also super excited because I was looking to make my own team more diverse," he says. McConnell hired his new head of people through Inkwell as a test case. He found a young mother who'd run HR departments for nearly 10 years and was willing to take the job so long as she could work from home on Thursdays. That hire turned out so well that McConnell engaged Inkwell to search for a head of finance. As for the culture? "When Crunchbase acknowledges that family life is important, we not only get better output from employees, we retain them longer."



PHOTOGRAPH BY SARANG SOLHDOOST

One Size Must Fit All

These founders had what seemed like a simple idea: a reusable shopping bag for grocery carts. But creating the right size would become a global challenge.

by **STEPHANIE SCHOMER**

As eco-minded residents of California, Farzan and Jennifer Dehmoubed were thrilled when the state banned single-use plastic bags in 2016. But soon their home was packed with a new kind of waste: heavy-duty totes that, despite their intended reusability, were often forgotten, susceptible to mold and bacteria, and ultimately destined for the landfill. The couple saw this as an opportunity and created the Lotus Trolley Bag, a compact set of four machine-washable, mold-resistant grocery bags that hang inside a shopping cart, suspended by rods that help you easily move items from cart to car to home. Then came the big question: What size does it need to be to fit inside most carts?

The couple thought the answer would be easy; they visited their local grocer, Ralphs, to measure carts. But then they visited Walmart and found ones that were totally different sizes. “We started going to every chain we could to take measurements, pulling up to parking lots with our empty bags like crazy people,” Jennifer says. After each visit, they’d tweak their prototype. “We had to consider the widest part of the cart, the narrow part at the front, the depth—we made a big spreadsheet,” Farzan says. They ultimately visited 50 stores across four different states in 40 days, and they enlisted far-flung friends and family to send shopping cart dimensions from across the country.

The Lotus Trolley launched in 2017, and Farzan says it fits 80 percent of all American grocery carts. Recently they came out with a Club Cart version for the extra-large carts for stores like Costco and Sam’s Club. Next up: international markets. “No one’s carts are as big as America’s,” Farzan says, laughing. “We just launched in Australia—thanks to the help of two fans who offered to send us their store’s cart measurements.” (lotustrolleybag.com, from \$29.99)

BIGGER THAN

B

B

B

Michael Strahan was a star NFL football player. Then he retired and faced the ultimate question:
How do you redefine yourself in a world full of unknowns?

by MARY PILON







Socks. It's a Tuesday afternoon in October, and Michael Strahan is deep in thought about socks.

"We can do more of these non-solids in a solid," says Douglas Raicek, president of the trouser division at Peerless Clothing, as Strahan contemplates a pair of gray socks in his hands. The two are at work developing Strahan's upcoming men's fashion line for JCPenney, reviewing a rainbow mountain of socks in a glass-walled Manhattan conference room.

"I think that would be more fashion-forward," Strahan says.

"You can't be too fashionable, because you still have to appeal to a mainstream customer," Raicek replies, Strahan nodding.

Michael Strahan: the cheery man with a gap-toothed smile, known to the masses as a *Good Morning America* cohost, an analyst on *Fox NFL Sunday*, the *\$100,000 Pyramid* emcee, and now also a fashion designer. Years ago, the whole thing would have been unimaginable. Strahan was a New York Giants football player then, full stop. It's what he knew, and it's what he was known for. But for all the money, glitz, and glamour of professional football—the Super Bowl ring, the Hall of Fame status, the healthy salary—Strahan the athlete was painfully aware that he didn't control his own destiny. When he retired from the game a decade ago, he knew he needed to change that—to learn what it really means to take control and then fully own it. Or to put it in football terms, which Strahan is known to do constantly, he needed to go from defense to offense. "Everything that has come after that hasn't necessarily been a plan to say, 'This is step one, and this is step two, and this is step three,'" Strahan says, outside the socks meeting. "It's just been taking advantage of opportunities and creating opportunities to expand and try new things, to try and challenge yourself."

So that is why Michael Strahan is eager to contemplate socks. It isn't because of fashion. It's because, as he's learned, taking control means digging into details. It means mastering what you don't know—and in his case, redefining himself as the guy as comfortable among kitchen counters and dresser drawers as he is barreling onto a football field. As the guy who's the one in charge.

He came from a life in uniform, right down to the assigned socks. Not anymore.

Sports is a structured environment, and Strahan's upbringing prepared him for it. The youngest of six children, he was born into a military family and spent much of his childhood growing up on an Army base in what was then West Germany. He became an NFL Draft

prospect in college and was drafted by the New York Giants in 1993.

All told, football was good to Strahan, and Strahan was good to football. He played for a staggering 15 seasons as a defensive end, about four and a half times the average NFL career (which has been estimated to be about three and a third years). This helped him stave off the inevitable question that bedevils even the savviest of pro athletes: What the hell to do once life in the game ends?

Strahan had seen plenty of fellow players crumble after sports. "The whole identity for most of these guys is sports—what you've only done since you were a kid. And now it's gone," he says. "And you're lost." And yet, Strahan says, he was no better prepared when his time came. He was a 36-year-old man with "no idea" what to do next. "It wasn't an easy transition at all. There's a lot of fear because you don't know what to expect."

He started with something familiar. Sportscasting is a welcoming pasture for talent off the turf, and he landed a spot on the Fox Sports commentator desk instantly. But leaving football brought up a new specter: the possibility that Strahan may really suck at something. "You don't want to be the weak link," he says. "I didn't want to be that at Fox, and it was a quick, quick learning process." He kept reminding himself of how carefully he had to speak now that he was even more of a public figure, and sought mental tricks to calm his anxiety. He tried comparing the stress of being on camera with the stress of playing in a Super Bowl, of having a 350-pound warrior trying to smash his head in. "That's pressure," he told himself. "Pressure is not shaking a dude's hand and asking him some questions on camera."

But he knew this couldn't be his end goal. Sportscasting was just a base—stable ground on which to build. He began asking colleagues about how the industry operates, learning the levers of power. He wanted to think bigger, inspired by idols in the NBA like Magic Johnson and Michael Jordan, and beyond sports to the Jay-Zs of the world, who took their core talent as a mere jumping off point to creating an empire. "Looking at those guys and their visibility, you always wanted or wished you could have a career after your playing days that is as respectable as theirs," he says. So once Strahan mastered being on air, he made it known that he was available for other roles. That led to the one sitcom he starred in, 2009's *Brothers*, which flopped.

Then a conversation changed everything. Strahan was talking with his manager, Constance Schwartz-Morini, a longtime NFL marketing executive who'd met Strahan during his second year as a pro and had gone on to become a big-time talent manager. (She also counted Snoop Dogg among her roster.) Schwartz-Morini noticed Strahan's interest in the business side of entertainment and thought he was missing the bigger picture. "You're not just great on camera; you're very smart behind the scenes," she recalls saying to him. So why not partner with her to build an agency?

That got him thinking. *Ownership is power*, he realized—and even if he landed great TV gigs, that wouldn't give him ownership. He'd still be beholden to someone else's whims. So in 2011, he and Schwartz-Morini founded the management company SMAC Entertainment and began building a roster that now includes sportscaster Erin Andrews, rapper Wiz Khalifa, fellow NFL-players-turned-broadcasters Deion Sanders and Tony Gonzalez, and others.

This felt good to Strahan. Ownership *was* power. "Hopefully," he says, "it's power you use in the right way, because it comes with a lot of responsibility." And Strahan and Schwartz-Morini thought of it that way: In a world where women and people of color are consistently underrepresented, they were now in a position to do something about it.

That, ironically, is also when ABC called.

Strahan may have co-owned a talent management firm, but he still wanted to be the talent, too. ABC was offering that. In September



2012, he officially became Kelly Ripa's cohost on *Live!*

The exposure gave Strahan a new, wider fan base. He was used to men approaching him and wanting to talk football. "When I started doing *Live!*, you got the mothers and grandmothers, and pretty soon the same guys who say, 'I love you with football' are saying, 'Hey, I saw that cookie segment!' And I'm like, *What?*"

But Strahan was now in an entrepreneurial habit. Rather than seeing change as frightening, he was seeing it as opportunity. His audience had grown exponentially, from sports fans to everyone. So he pounced. He wrote a best-selling book, *Wake Up Happy: The Dream Big, Win Big Guide to Transforming Your Life*. In 2016, ABC announced that he would be leaving *Live!* to join *Good Morning America*. He kept the weekend NFL commentating gig.

Soon he was booking out every moment of his time. With his company SMAC, Strahan began to geek out on content production—launching programs like the *Nickelodeon Kids' Choice Sports* awards show, several documentaries, and *The Joker's Wild* with Snoop Dogg. When Sony decided to reboot *The \$100,000 Pyramid*, executives quickly thought of Strahan to host it. So he approached the task like a football player: He watched footage of the show with original host Dick Clark, then watched tape of his own rehearsals afterward. "I think it's an athletic mentality to be really well-prepared and ready to compete," says Holly Jacobs, Sony's executive VP of alternative programming and first-run syndication. "When we're working on the show, he's involved in a granular way." For on-air talent, she adds, that can be unusual.

These days, Strahan has more TV exposure by some measures than Ryan Seacrest, his eventual replacement on *Live!* The game show continues to go strong. (A slot machine game is in the works.) ABC has renewed him for *Good Morning America* for a fourth year. Between commentating on football games on the weekends and doing cooking segments during the week, Strahan has appeal that crosses gender, racial, and geographic lines, a base marketers salivate over. And he's mindful of the ways one effort can boost another. He isn't going to wear just anyone's clothing for hours on end daily before millions, for example. He's going to wear *his* clothing.

Of all this—nearly round-the-clock opportunities where Strahan's face is beamed to millions of homes—he says something that sounds almost defensively humble: *It's not about me*. "If the team is winning, there's enough credit for everyone," he says—by which he means that he wants to make a whole project successful, not use it only as a platform to increase his fame. Everything he agrees to, he says, is selected because it's "something I feel I can make a difference in or add value to." Strahan is there to *add* value, not to take it.

Many celebrities say something similar. Is it true? Strahan is so naturally friendly, so seemingly willing to engage with everyone around him, that it certainly seems like it could be. But here's another way to look at it: Who *doesn't* want to be at the top? Who *doesn't* prefer to be part of a team, so long as they're in some ways the leader of that team? Isn't this the goal—to reach the place that satisfies you, and then contribute to others' satisfaction?

"I understand that it's a bigger team than just you who is on the camera," Strahan says. "The most important people are the ones behind the camera, the people you should be really nice to. You don't want to be blurry on TV! You understand how important the support system is in sports, and that has carried over to me in business. Because there's nothing worse than feeling that you do a job no one values. Each job is important—I don't care if you're cleaning out

the garbage cans or working the phones or running the company. Everybody has value, and football taught me to make people feel that value to get the best out of them."

Back at the sock meeting in Manhattan, one of Strahan's colleagues notes that she had preemptively removed "the sock equivalent of an ugly Christmas sweater" from the options in front of Strahan. "They had *snowflakes* on them," she explains, "and this is for spring!"

"I want to see them!" Strahan says. "Now I'm interested!"

So the ugly-sweater socks are revealed. Strahan jokes about how they might look good on his goldendoodle, Enzo. Then, once and for all, they're retired. But Strahan does greenlight a camouflage print and a blue-gray star design—both of which will soon land in JCPenney, along with the rest of his collection.

Strahan's clothing line is only one data point—one product, one retailer—but it's become an intriguingly strong one. The Strahan collection first launched in the fall of 2015 in 300 JCPenney stores, and generated a reported \$7 million in sales in the first year alone. Within two years, the chain doubled the number of stores stocking Strahan.

"We've done a lot of celebrity partnerships," says James Starke, Penney's senior vice president, head of merchandising. "None has had the from-the-get-go success that his brand did on our floor." Starke in part credits Strahan's cross-gender fandom, estimating that 60 percent of menswear sales at JCPenney are made by women purchasing for a man. "He appeals to everyone, and that's hard to find," Starke says. It's why the line continues to expand—starting with suits, then into athletic apparel, shoes, denim, and jewelry. (And socks, of course.)

In his relationship with JCPenney, Strahan has also learned what any product manufacturer must: The first customer isn't actually the end consumer—it's a retailer's buyers and employees. Win them over, and they'll sell your brand for you. So Strahan does just that, coming to JCPenney in person to motivate its team. Once, onstage in front of 1,000 employees, he even talked Starke into a little catwalk strut. "He has moves," Starke says. "I do not."

"It's all part of the fun," Strahan explains. "I love motivating and leading by example." Again, he draws from football. On a team, he had 50-plus guys from different backgrounds who had to believe in a common goal. "Business is the same way for me—finding that everyone is so different, where they come from, what their interests are, what they do when they leave work. But once they come into your environment, we make sure we all have the same, common goal of being successful and achieving what we want to achieve, and having fun."

But even now, 12 years into his post-NFL career, Strahan doesn't feel like he knows exactly what he's doing. In the scope of his life, he's been a football player for far longer than he's been anything else. "In every business we're in, I have no idea about it," he says. "I didn't go to school for being on TV. I didn't go to school to learn about production or the clothing business." But he's learned how unimportant that is—how few of the people around him are prepared in any formal way, and how everyone is, in some respect, learning on the job. The key for him is knowing that he's now performed the same trick enough times. He's gone into an unknown situation and succeeded, which means he can do it again. "You have to learn to not doubt yourself, or doubt yourself a little less, so you give yourself at least a chance to compete and to be successful," he says. "You figure it out, and you have to be open to trying to figure it out. And the *risk* is really in not being able to try. Because [if you don't], you never know what you can do, and you'll sit at home and wonder." **E**

"We make sure we all have the same, common goal of being successful and achieving what we want to achieve, and having fun."

Mary Pilon is the author most recently of the book The Kevin Show.

The Difference Between Boss and Friend

Office culture can make or break a business. Here's how to find—and set—the personal boundaries that work best for your operation. **by ADAM BORNSTEIN**



Q Having a close team is important to me, but where's the line between having a healthy culture and getting too personal?
—BJ, KANSAS CITY, MO.

A FEW YEARS AGO, I saw the answer to this question play out in front of me. It was at one of our two12 events, where we'd assembled a panel of entrepreneurs to talk about work culture. Half of the featured entrepreneurs said they only hire their friends. The other half said they never want friendship to be the backbone of their business. And that pretty much sums it up: There is no right answer here.

However, I can offer a good way to think about it.

When you consider how to

relate with your team, you're really considering company culture. Some see culture as a by-product of competitive salaries, good benefits, and flexible working hours; others feel it's about camaraderie, friendship, and retreats. As the founder, you have the ability to set the terms of your culture—including how everyone relates to each other.

To do this, I've found it helpful to first create values for your company. At our business Pen Name Consulting, we wrote these guidelines:

- 1/ Success starts with respecting our clients above all else.**
- 2/ Don't be an a-hole.**
- 3/ Show your family (the team) you care about them and their success.**
- 4/ Overcommunicate—but keep it to work channels and work-appropriate.**
- 5/ Respect the boundaries set by your family.**

While that language might not be your speed, the vibe should be clear: We want Pen Name to have a client-centered focus, and that means showing mutual respect, appreciation, and communication to everyone within our organization and outside of it.

That last value on the list—respecting boundaries—speaks to the question of whether colleagues are also friends. It should be given extra care. Early in my career, long before we wrote that list of values, I didn't do a good job of this. The friendships I developed with my team made it difficult to know when we could act like friends and when we needed to act like coworkers. It made it hard to establish a hierarchy of decision-making, and it made it difficult for new employees to feel comfortable. (Friendships are good; cliques are toxic.)

In one instance, an employee wasn't doing his job, but the rest of the team was afraid to tell me

because he had become a close friend of mine. The problems ran deep, and the employee needed to be fired, but it took me a while to become aware of this—because of the culture I had created. It was my fault, and building boundaries was a big part of the eventual solution.

By establishing clear guidelines and expectations, we made it easier for our team to understand what behavior was appropriate. We started measuring our own success by the success of our clients, which empowered our employees to take action and speak up if a team member wasn't pulling his weight. A sense of mutual respect—not personal friendships—became the driving force in our workplace culture, and it helped us do better (and more) work.

In the end, your business belongs to you. Whether or not you want to be friends with your employees inside or outside the office won't determine success or failure—there are simply too many examples that prove both approaches can work. But you want to make sure your values are clear and pave the way for healthy communication. It will keep your employees feeling comfortable, and it will enable them—as a team—to do the best work possible.

Adam Bornstein is the founder of Pen Name Consulting, a marketing and branding agency, and the creator of two12, a mentorship experience for entrepreneurs.

The Power of Sharing Goals

by Tev Finger, CEO, Luxury Brand Partners



When I was nine years old, I overheard my parents arguing about the rent. They didn't have the money to pay it. I had a Mickey Mouse piggy bank with \$30 saved up, which was a lot of money to me, so I thought I had the solution and offered it to them. "Thank you; that's sweet, but it won't cut it," they said, "and it's not for you to worry about anyway." I remember thinking, *If that's not enough, I can get more.*

I grew up in Los Angeles' Brentwood neighborhood in the early '80s. Friends and I spent summers skateboarding all over. We also had a casual business operation: We'd wash neighborhood cars for \$5 each, then immediately spend that money at McDonald's. When I heard my parents arguing about rent, I set out to grow the operation.

I told my friends that if they helped me wash more cars, I'd buy an aboveground pool for the neighborhood. Whatever was left I'd save for rent. We went door to door offering our services, and every night I'd stuff my Mickey Mouse piggy bank with \$5 bills. After a while, I had to buy another Mickey Mouse bank to accommodate the cash—and then a third. Before long, I bought a \$1,500 pool (which made me a complete rock star) and still had \$1,500 left over.

I gave the remaining money to my parents, who thought I stole it. When I told them about my business, they cried—and did ultimately put it toward rent. From that moment on, I never stopped hustling. You can do a lot of good with money.

When I think back to that piggy bank—or see any image of Mickey Mouse—it reminds me of that hustle, and how important it is to incentivize a team. Our car-washing days were a success because my friends knew they would benefit directly from our work. Even today, that memory impacts how I work at Luxury Brand Partners. We develop and operate beauty brands, and our management team has equity in all our companies. When we recently sold our brand Orbe, that team benefited from the sale. It felt so good—the same as when my friends and I bought that pool.

WHAT INSPIRES YOU?

Tell us about a story, person, object, or something else that pushes you forward, and we may include it in a future issue. And we may make you photograph or illustrate it, too. Email INSPIRE@ENTREPRENEUR.COM with the subject line "WHAT INSPIRES ME."

QueueBuster

Latest disruption in the Mobile POS industry

With QueueBuster, Noida-based DPD Technologies aims to organize the unorganized retail industry in India.

Q

ueueBuster is an android-based application, which can be installed on any Android powered device, converting every retailer's mobile phone into an inventory management and billing machine. The company claims that its solution would empower small retailers across the country as they no longer would have to invest in expensive machines. Further, it believes that its solution would help retailers meet all their requirements, from maintaining inventory records to billing to implementing customer loyalty programs and GST integration, at one place.

The app has been designed to cater to needs of both small retailers and large conglomerates operating across different industry segments. The company terms its solution as simple and powerful. It says, "Our solution is simple because even a small retailer can operate it without any hassle, and powerful because it can meet the needs of large conglomerates," explains Varun Tangri, Co-founder, QueueBuster.

"Our retailers can set up a point-based loyalty program for their customers and can manage the entire gamut of services from the POS itself. There is also an SMS and email campaign service available on the



Varun & Arun
Co-founders, QueueBuster POS

QueueBuster is a powerful Mobile POS solution for all kinds of businesses. From large format retail stores to small carts and kiosks, QueueBuster has all that you need to run your business with ease.

portal using which retailers can send promotional offers to their end customers," Tangri says.

On talking about its expansion plans, the company says, "Our major focus is the unorganized retail industry in India. We want to deploy our solution to swathes of kiosks, mom and pop stores, food trucks, spas and salons in the country." Recently, DPD deployed QueueBuster across 250 grocery stores in Maharashtra and calls it a success as 90 percent of the retailers chose to continue with the solution.

However, the company believes that India, unlike the western countries,

still has a long way to go in building and embracing a mobile ecosystem. It says, "We are still a very desktop systems obsessed country with bulkier systems in place, primarily due to the lack of options in the mobile solutions vertical."

According to DPD, those who are adapting to this change are realizing its true potential. In the future, the company sees immense opportunities in developing a "Mobile and Cloud" ecosystem in the country. For the fiscal year 2019-20, it aims to have QueueBuster deployed with 5000 retailers. It also plans to implement blockchain for its inventory management and logistics solutions.



Marco Pierre White, Chef

'MINE IS A JOURNEY OF MISTAKES'

Entrepreneur caught up with the godfather of modern cooking on his first visit to India where he spoke about his tour, giving up Michelin star and his journey.

By Priyadarshini Patwa

British chef and restaurateur Marco Pierre White can very well be called enfant terrible. And a rendezvous with him might scare many considering the fact that he made popular chef Gordon Ramsay cry once, but (thankfully) it turned out well for us.

At the age of 24, White opened his first restaurant Harvey's in London and became the youngest chef to earn three Michelin stars.

While getting this rating is a significant deal, he, on the other hand, at the age of 38 rejected the Michelin stars and walked away from his life behind the cooking stove.

Well, those who thought it was the end of White's legacy, had no idea that he was just gearing up for a new innings. Soon, he turned into a restaurateur and entered the world of television. People who are well-versed with the culinary industry are aware of

his avatar in the famous cookery shows Masterchef Australia and Hell's Kitchen. One doesn't need to describe what this man is capable of doing.

White is someone who can be a mentor, an inspiration and at the same time, he can easily terrorize the hell out of everyone with his perfection.

For a few years, White has been planning his visit to India. He isn't someone who travels a lot unless it's work. Talking about the time he says, "My time in Mumbai has been too short. But I have never been to a place, where I have had so much respect and I am very humble to have experienced this. My time here is really short, but I would really like to spend a lot of time here, and I would like to spend some time with the people of this city. And when you spend time with the people that's when you discover the real India."

Why he refused Michelin stars is intriguing and guess what, he simply doesn't regret giving it up.

"I listen to classical music I don't think there is one single best cook I believe that simplicity is the key to all dishes and refinement."

About his journey till date Marco simply says, "Mine is a journey of mistakes. Lots of mistakes, in and out of the kitchen and there's nothing wrong in making mistakes. But what we have is the duty and responsibility to learn from them." Asked about his fondest childhood memory, he says, "Watching my mother cook at home."

For those who aim to fly high and achieve things in life, White says, "Don't count the hours. Do your best." Asked if not a chef then what would he be? White just had one answer that totally won our hearts: "Firstly, I always respected my parents. It was my father's decision to make me a chef and I took it upon myself to make him proud and I didn't want to be a failure in his eyes. I don't look at myself as being a legend; I am not different from any other chef." 🍴



Conquer the World with Relaxed Shoulders

By Priyadarshini Patwa

The best invention that happened in the luggage industry has to be a backpack and you are in desperate need of a good one if you travel a lot. Today, backpacks are about making fashion statements. Which one to invest on is a tricky question. Sherina Kapany, founder, sunSTRATEGIC, a digital marketing company blindly vouches for Moschino over other brands when it comes to backpacks. Kapany believes backpacks are every entrepreneur's saviour and one couldn't agree more.

Why backpack over other bags?

"Being a frequent traveler, I understand the

importance of travelling light and comfortably. Imagine burdening yourself with heavy baggage amidst your tight packed schedule. Backpacks are an entrepreneur's saviour today. They are spacious and practical. You can fit almost everything you need on your way to pitching a client or relaxing on a vacation. For me, backpacks are stylish, functional and an efficient option to carry. The most important factor is that backpacks help you keep your things organized," says Kapany.

All about comfort:

When you are buying something, you are making an investment and the same applies to

your backpack. After all, it talks about your style and persona.

"When I am looking for a backpack, things I look out for are – space, design, price, brand, comfort, capacity and its durability. This little backpack of mine fulfills all my needs. I love its design, in fact all the design from Moschino. I have this little helper with me for two years and it has certainly not disappointed me. Space is perfect to carry all my essentials with me and still be able to throw in some extras there. It not only makes my travel comfortable but also brings comfort to my shoulders. Relaxed shoulders make you ready to conquer the world," she explains. ☺

FIVE THINGS THAT YOU CAN'T TRAVEL WITHOUT?

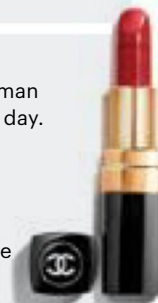


PRADA WALLET

Because you should always have some cash on you. No matter how digital we go, there are times when cash is your saviour.

A CHANEL LIPSTICK

A nice lipstick is all a woman needs to go through her day. Have a meeting, but not enough time to get ready? Put on a lipstick and you are all set to get the business. My favourite brand is Chanel.



WIRELESS CHARGER

- As I am always on move, it becomes very difficult for me to look for a charger and a charging point. This is the first and foremost thing I make sure is there in my bag.



FENDI SHADES

My Fendi shades are not just a style statement for me, it's my everyday comfort while travelling.



STARBUCKS COFFEE MUG

My day does not start without a nice cup of coffee. I don't operate without it. And I won't get a nice cup of coffee, everywhere I go, so I carry my own mug.



Enhanced Business
PRODUCTIVITY
through multiple
PARTNERSHIPS
for increased
PROFITABILITY
...that's Franchising

For around four decades,
Francorp has been providing
end-to-end franchising
solutions to entrepreneurs &
businesses across the world.



To enable you achieve enhanced business productivity & profitability, Francorp conducts systematic research & analysis of your business and develops a result-oriented Franchise Development Program that is instrumental in taking your business to the next level.

Franchise Development Program

Integrated
Services



Francorp[®] CELEBRATING
The Franchising Leader 10 YEARS

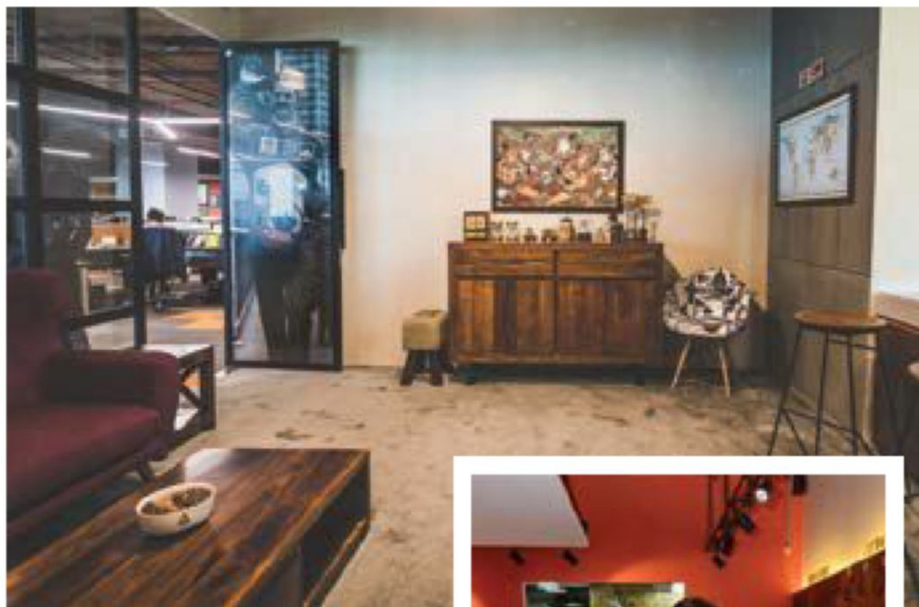
Francorp has offered franchising solutions to more than 2000+ global & 700+ Indian businesses and consulted over 10,000 clients in choosing the right franchise opportunity.

Contact us to see how our experience can benefit your growth strategy

+ 91 8860084181 | info@francorp.in

Our Clients:





Caption: aragliding also allows a bird's-eye view of the land, which can completely change one's perspective about a region or country. In business too, taking a stratospheric overview of

Inside The Earthy And Minimalistic Hok

By Priyadarshini Patwa

What is it that makes your cabin space much more than just a mundane looking room? After all, you spend half of your life sitting behind your desk, and in your cabin thinking and rethinking your big plans. Have you ever considered changing it slightly to add some buoyant vibe to that corner office of yours? In case you haven't, it is time you do. And if you are among those looking for some inspirational ideas, check out Ashish Shah, Founder & COO, Pepperfry's cabin. Shah's cabin is an exemplary sample of what his thoughts represent. Keeping it precise, his cabin showcases synergy, harmony, and motivation.

TRADITIONAL YET QUIRKY

Driven by Pepperfry's pursuit to nurture an inclusive and vibrant work environment, the entire office has been designed in a manner that helps the entire team beat the blues. Each piece of furniture, right from the cushy red sofas and quirky Bohemian bar stools to the industrial finished coffee table and work desk, has been hand-picked by Shah from his own brand. Describing his office, he



says, "The décor elements including the life-size lord Krishna painting represents elements such as synergy, harmony, and motivation to me. We have also personalized the entryway door so mine has a Latin phrase 'Aut inveniam viam aut faciam'. It is my motto and I live by it in my professional and personal life. My cabin door also shows a life-size image of Michael Schumacher whom I admire for his grit and winning attitude."

EARTHY AND MINIMALISTIC

Exuding an organically 'earthy' vibe as it is adorned with premium quality wood, vivid threads, fabrics, and macramé Shah's office is the right reflection of his work. "My cabin is largely minimalistic and clutter-free with sleek geometric pieces that enhance the overall ambiance and foster productivity and focus. It has my favourite pieces of furniture, world map, paintings and many curios that have been collected during my travels," he says.

FIRST THING I DO

The moment Shah sets his foot inside the cabin, he opens the curtain letting the light enter his room and sets up his laptop. Followed by looking at his favourite lord Krishna's idol. "Then, I crossover to my co-founder's cabin for an exhilarating morning chat. We like to discuss out the happenings of the previous day, share ideas and plans for the day. We have a great routine of having our breakfast together in office along with a few other early comers," he smiles.

MY GO TO CORNER

Shah is totally in love with the cushy mid-century purplish sofa, where he sits during brainstorming sessions.

THINGS ON MY DESK

"My laptop, stick notes and many sharpened pencils."

THE MOST PRECIOUS POSSESSION

"A bucket list map of the world that reminds me of all the great things I need to tick. I love to travel and would like to do the world at one go some day," Shah shares.

FIVE ESSENTIAL THINGS

"Laptop, its cleaning equipment, sharpened pencils, fragrances, and appropriate lighting."

ONE RITUAL BEFORE LEAVING

Shah ends his day on a very simple note. He turns off the light and thanks Lord for another fulfilling day. ☺



Leading Franchise Network of Coding Schools & Summer Camps For Kids & Teens

60 LOCATIONS | 12 COUNTRIES | 3 CONTINENTS



Investment
50 Lacs



Area Required
1000 Sqft.



Expansion
Metro & Tier 1 Cities



I HAVE ALREADY
CREATED
43 COMPUTER
GAMES :-)

MY PLANS?
COOL JOB!
TOP SALARY!
OWN STARTUP!



For Franchise Enquiry, Contact

Dhiraj Trakru : +91 7065503335 | dhiraj.trakru@franglobal.com,

Brought to you by

FranGlobalTM
International Market-Entry Specialist

HOME WITH AN ARTSY OOMPH

By Priyadarshini Patwa

There is something about home that instantly brings a beautiful smile on our face. If there is one place on this Earth where our heart is, it is our beloved abode. It isn't just a place, it is a feeling and India Circus founder and design director Krsnaa Mehta is someone who totally understands that emotion. "The first thing that comes to my mind when one says home is, 'comfort and relaxation.' Home is one place where one looks forward to going after a long day at work. It is that one place where you want to sit back and relax, be comfortable and be around your loved ones," says the founder of one of India's online lifestyle brand houses. His home is the epitome of an avant-garde household — designs and style are loud, to the point, enticing and bold. His 1,110 sq.ft. Breach



Candy apartment in Mumbai is an audacious world, which brings in art, ethnicity and pop vibe together. Residing with him are his cats Bailey and Google. In the morning you will find him in the kitchen at the Nespresso Machine, making himself a cup of caffeine. Having said that for Mehta's home is what defines vehemence and attachment.

"My home is like a seasonal showroom to my creativity. It is well-coordinated with color, vibrancy, and artifacts from all over the world. When I was doing my home, I was clear that every room had to have at least two colors and it has to be as per which room has how much light, and what the purpose of the room is. One of my bedrooms is converted into an entertainment den; where most of my soirees happen. The colors, the lighting, everything was well thought for that room. And likewise for my bedroom, living room, dining area, and kitchen. The decor elements of my home are very dynamic. My travel always adds a refreshing charm to my home décor," Mehta says.

He loves the fact that his choices and designs are loved. "Every time, there's something new at home and I have my close set of friends around, they are like, 'Love, this is gorgeous. I am picking it up from your store,' or 'I want these in my home.' The sheer thought of having my designs in my friends' homes and in homes across India is what I want," he adds.

While we see his house as a breathtaking grandeur, in Mehta says his home requires to be experienced.

"My home is a magnanimous yet humble and comfortable abode. When you enter the home, you see the living room in front and the kitchen on the right. If you walk ahead, you will see a dining area



←
Krsnaa Mehta, Founder and Design Director, India Circus.

His house is the perfect example of where contemporary meets ethnic aesthetics.

on the right along with two rooms on either side and a long living room, which leads you to a lush green view outside. The left room is the entertainment-den and the right one is my bedroom. If you happen to enter my home during the day, you will notice that there is enough natural light with a lot of greens outside and in the evenings is gorgeously dim-lit with lamps, candles and pleasing fragrances. My home, is not just a home.

It is an experience. An experience filled with colors, art, decor and most of the evenings with charming personalities exchanging creative thoughts," he chuckles. The highlight of his house is the perfect color palette, which is arresting and radiant. "Every room has at least two colors. Color, is exactly what you need to brighten up every day! I ensure that the colors were as per the purpose of the room. The decor elements had to have a lot of lights, fragrances and of course artifacts, which

are well-placed around the furniture. My home gives a very vibrant and energetic vibe and I'm sure the AC temperature will never want to make you step out," he says.

With every room having a panoramic window, his favorite part of the house is his Entertainment Den and the study in his bedroom is the place he finds peace.

Putting it simply Mehta's stunning home is the classic example of exotic, ethnic-chic, spread across 1,110 sq ft. "My home is my happy place," he smiles. ☺

MY LIFE AS AN ENTREPRENEUR

If not an entrepreneur, I would have become: **An aspiring entrepreneur**

My favourite vacation getaway: **London**

Favourite book/ currently I am reading: **The Lean Startup**

The company I wish I'd founded/invested in: **WhatsApp**

If I had a million bucks to spend, I would: **Buy a vacation house in Italy**

Your role model apart from Steve Jobs: **Jeff Bezos**

I hate: **Hypocrites**

One thing I would like to correct about myself if given a chance: **Be shrewder**

Learning hacks I swear by: **Nothing can replace actual work and experience**

The most stupid business advice I ever got: **People usually say if you work hard and deliver consistently, success is guaranteed.** I, however, think that the rules of the game have changed and one needs to work smarter to survive.

As told to Punita Sabharwal

PRADEEP DADHA

40

Founder and CEO,
Netmeds.com



STYLE QUOTIENT



My workout routine:
I begin my day at 6:30 am and spend an hour at the gym for five days a week. My focus is primarily on cardio.



Watch:
Audemars Piguet



Shoes:
Sketchers

TECH TALK



Latest app I've installed:
Amazon Alexa



Laptop I use:
Google PixelBook



Gadget I want to own:
A private jet



Earphones:
Bose

FRANCHISE
PARTNERS
INVITED

ESQUIRES COFFEE

MASTER FRANCHISE
OPPORTUNITY

for an Organic coffee &

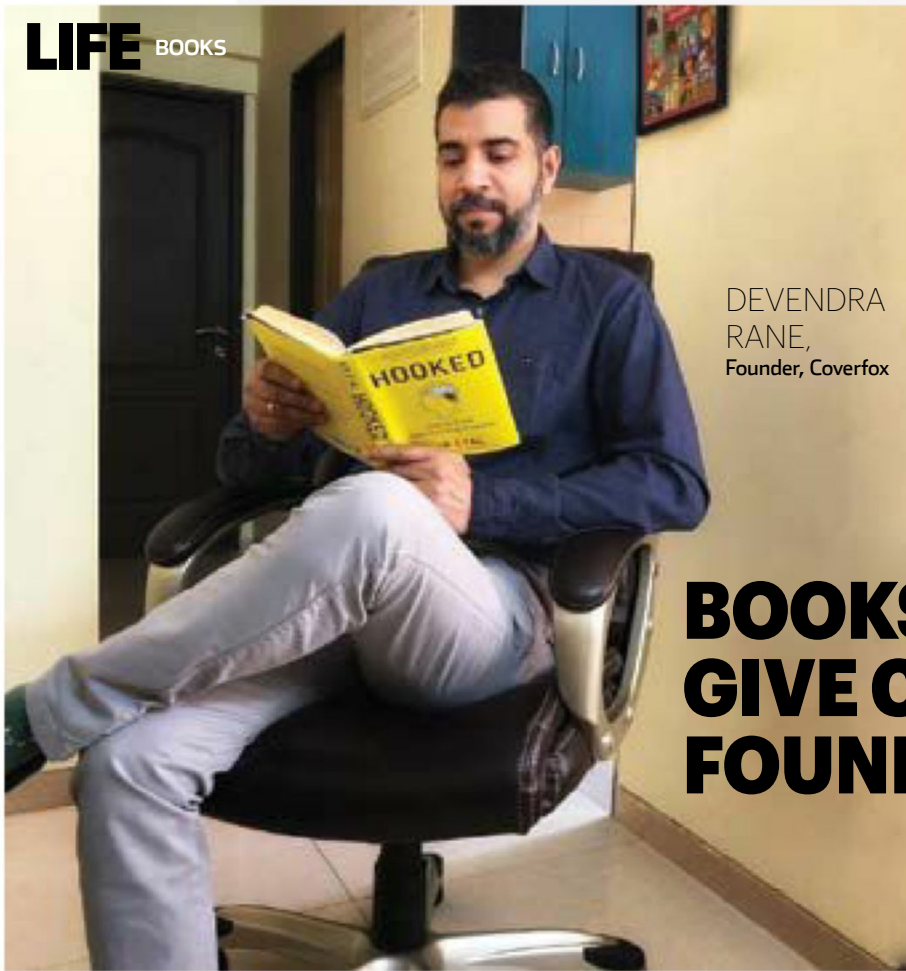
Modern food brand
from the UK

125+
Stores
Running
Globally

*Be part of an organisation
that understands and caters to
today's coffee consumer*

FOR FRANCHISING QUERIES, PLEASE CONTACT:
9810184898 | info@franglobal.com

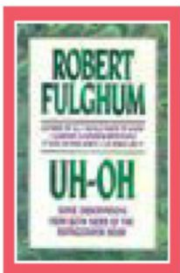
FranGlobal[®]
International Market-Entry Specialist



DEVENDRA RANE,
Founder, Coverfox

Devendra Rane has been instrumental in changing the consumer experience by 360 degrees in the insurance industry. The sector in the past was notorious with many crooks selling counterfeit products to consumers. Devendra's technology intervention in the insurance domain, with his venture Coverfox, aims at making the insurance buying experience seamless and hassle-free. As they say behind the success of every accomplished thinker, there stands his or her book shelf. For the books we read shape the way we think. Here are Rane's picks.

BOOKS THAT GIVE COVERFOX'S FOUNDER AN EDGE



Uh-Oh by Robert Fulghum

It is my ultimate feel-good book. Running an organization sometimes can be overwhelming, and the news all around, which is mostly negative, offers no help. This book has taught me to look at the bright side of things each time, which in turn helps me combat daily challenges better at work. It has made my perspective on looking at the world and the things around positive, and never fails to elevate my mood in difficult times.



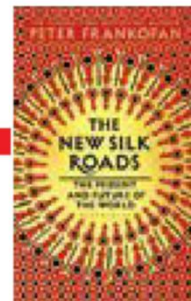
The Lean Startup by Eric Ries

This book is a bible for me. It taught me how to make things lean in everything. It explains a very logical way of building a business through an approach called building a Minimum Viable Product (MVP). I did and continue to deploy the same in Coverfox. The book teaches you to not make any assumptions about what consumers want, and how MVP is essential in every aspect of business. This can be of great help to employees too who wish to maximize their productivity.



Zero to One by Peter Thiel and Blake Masters

Certainly, a great read on case studies. It teaches you how to build great companies. It lets you derive learning from people's journey. The book talks about everything that affects a business. From teaching you how to establish a solid foundation to how to look at your customers, founders and investors, the book is a must read for every aspiring or existing entrepreneur. I make sure to give it periodic re-reads to incorporate its teachings in Coverfox on a consistent basis.



JUST RELEASED

The New Silk Roads: The Present and the Future of the World

By Peter Frankopan

This book starts from where Frankopan had stopped in his 2015 classic *The Silk Roads*. He expounds how "corporate fortunes and failures" will be made in the East and not in the West. It explores different countries which were once connected by the Silk Route and elucidates how they are still interlinked. He has devoted an entire chapter on China's role in the changing dynamics of the world economy. He aptly writes, "All roads used to lead to Rome. Today, they lead to Beijing." The book elaborates beautifully the emergence of a new world in Asia.





Be an Entrepreneur with IDEAS, OPPORTUNITIES, SUCCESS STORIES, CASE STUDIES

SPECIAL SUBSCRIPTION OFFER

ISSUES	12	24	36
BY COURIER	₹ 2400	₹ 4800	₹ 7200
BY POST	₹ 1800	₹ 3500	₹ 5200
SAVING	₹ 600	₹ 1300	₹ 2000

SUBSCRIBE TODAY

 **CALL**
09311148342

 **E-MAIL**
subscribe@entrepreneurindia.com

 **VISIT US**
<https://www.entrepreneurindia.com/entrepreneur-subscription/>

SPECIAL OFFER
3 ISSUES FREE
with 2 year Subscription

To avail this offer send you Cheque/DD with filled form at Subscription Deptt. (CHEQUE/DD in favour of Entrepreneur India Media Pvt. Ltd.
Entrepreneur India Media Pvt. Ltd., 4th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009, Tel.: 0129-4228800

LIMITED-TIME OFFER

First Name _____ Last Name _____

Address _____

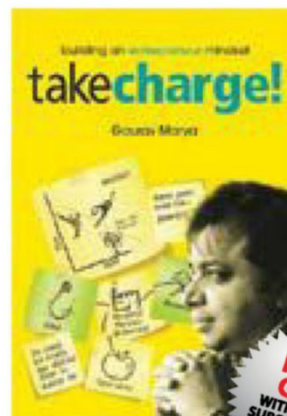
Post/Zip Code _____ Country/State _____

Telephone _____

Email Address _____

1 Year By Post Rs. 1800/- By Courier Rs. 2400/- (CHEQUE/DD in favour of Entrepreneur India Media Pvt. Ltd.)

Signature _____



FREE GIFT
WITH 3 YEAR SUBSCRIPTION



Being Fearless

Handling a startup you founded is not an easy job, which means that it consumes a lot of your personal space. Striking a balance between personal and professional life can be challenging. Here's how, **Vivekananda Hallekere, co-founder and CEO of Bounce** strives for work-life balance by practising Kung Fu and doing other things he loves to do.

By Madhurima Roy

What Kung Fu teaches you?

Kung Fu teaches me to be fearless and that I can break anything that I want to (laughs).

What inspired you to get into Kung Fu?

Been a big fan of Bruce Lee from childhood. Grew up watching Enter the Dragon.

Apart from Kung Fu, what are the other activities you indulge in outside office?

I like to travel, have tried being a tour guide when I travel to places like Kochi. I am a movie buff so I watch movies whenever I have some time to spare.

What are your favorite gadgets?

I am a big fan of Apple iPad Pro. It allows me to write and share very easily.

Favorite reads:

Calvin and Hobbes. Currently, I am reading *High Growth Handbook* by Elad Gil.

Favorite cuisine:

Fusion food

Favorite travel destination:

Japan. Love the way people think and behave there.

An activity that calms you down:

I guess staying all by myself and watching some TV series calms me down. Music works if there is no time to watch or if I am on the move.

Post work what do you look forward to?

Just read or listen to a podcast. Get a good night sleep. Some days, I plan dinner with family and loved ones.

What is your idea of an ideal weekend?

My weekends generally involve catching up with friends over coffee or dinner. We talk about

random ideas, watch movies or some TV series and plan for the coming week. On weekends, I also enjoy having a lazy afternoon chat followed by coffee with family.

Drinks you like to be served

Love coffee anytime. I know my coffee. Love Beer. But I have cut down and am trying to get a flat tummy, and if things go well, get a six pack (laughs).

INVITING FRANCHISEES

RE/MAX
INDIA

START YOUR REAL ESTATE BUSINESS WITH THE WORLD'S **No. 1**



RE/MAX - WORLD'S
LARGEST & INDIA'S
FASTEST GROWING
REAL ESTATE
NETWORK



45+ Years
Brand



114+
Countries



7,400+
Offices



123,000+
Agents



800,000+
Listing

5
BENEFITS

- Lead support
- Training
- Global assets
- World class infrastructure
- Maximum commission

Top 10 Global Franchisor¹

Fastest-Growing Real Estate Franchise Brand²

One of the World's Strongest Franchise Brands³

^{1,2,3} Source: Survey by Entrepreneur magazine

**NOBODY IN THE WORLD
SELLS MORE REAL ESTATE
THAN RE/MAX**

Real Estate Brokers/Advisors, Financial
Advisors, Stock Market Brokers,
Freshers seeking Real Estate career,
Business Enthusiasts are Welcome!

100+
OFFICES
in INDIA

CONTACT:

+91 98212 68301



Disclaimer: The use of pictures of the Celebrities herein are not an endorsement of any business. The celebrities are not responsible for any representation or warranty made in connection herewith and/or with the transactions contemplated hereby.

ONE STOP SOLUTIONS

FOR BUSINESS SELLERS, BUYERS & BROKERS

Contact the market experts to explore
the best business opportunities.



BusinessEx.com is a unified platform that convenes business buyers, sellers and brokers at one place in an attempt to make business deals time-effective, cost-effective and transparent to all involved parties. We provide a comprehensive gamut of advisory, transactional and custom services to cater to a broad spectrum of buyers and sellers of existing businesses across industries and geographies.

Direct access to India's Biggest Business Market Place.

BusinessEx.com helps you buy or sell a business.

Get a Certified valuation done for your business which is conducted by market experts.

- Presence in 200+ cities
- Get complete access to the latest listings and advertising opportunities
- Keep a constant eye over hundreds of businesses that are regularly advertised
- A simple and user-friendly GUI that allows you to search based on your specific criteria
- Send instant notifications to active members and let them know about your intention to buy or sell
- Find professional advisors to assist you at each stage of transaction

Move Right | Move Ahead

*Become our Business Associate,
Call: +91 8588898254*

Address: 601, Pinnacle Business Tower, behind Atrium, Suraj Kund Road, Faridabad | Ph.: 0129-4223300

Head Office: F-89/11, 1st Floor, Okhla Phase-I, New Delhi - 110020 | Ph.: 011-4066500

India's #1 Business Broking Company

Hotline No. : 1800 103 2007 | E-Mail ID : sales@businesssex.com