

Heads *Up*!

PRODUCTS & SERVICES

YOU MAY NEED FOR YOUR GROWTH

CHAMPIONS OF SECTOR

Growth Enablers

DEALERSHIP,
ISTRIBUTORSHIP,
FRANCHISE

& Other
Collaboration
Opportunities

INDIAN
BUSINESS
**INSPIRATIONAL
STORIES**

Akanksha Gupta

R.K.Jain



"If people can't see you, they won't remember you. Stay visible, stay relevant, or risk getting left behind.

"Visibility is the currency of success"

SWETAPADMA MOHANTY
FOUNDER & CEO

Community Engagement

75+

High-Participation,
High-Engagement Events and
Meets throughout the year

The BLL Community : **1 lakh+reach**



Manufacturing - 40,000



Trade - 15,000

(Distributors/Importers/Exporters)



Services - 25,000



Construction - 10,000

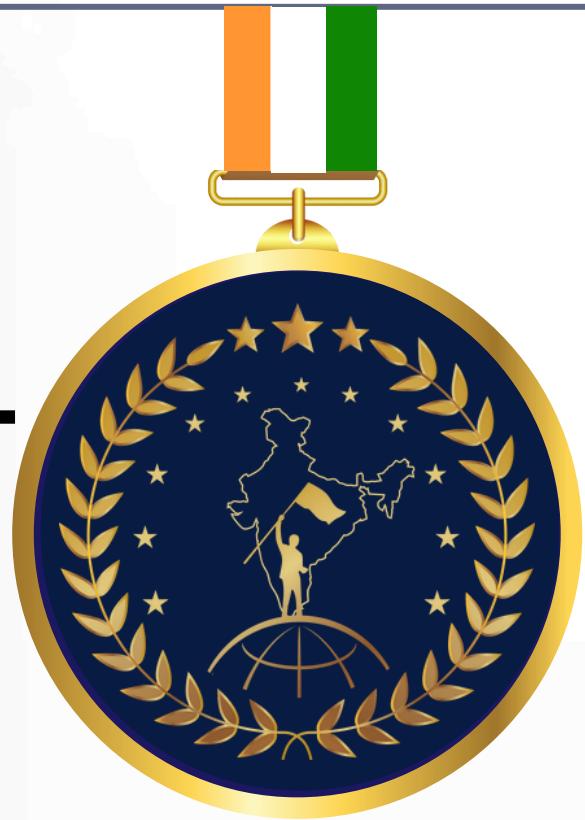


Others - 10,000



To know more,
Scan to connect

INDIAN BUSINESS INSPIRATIONAL STORIES



Indian business has millions of successful and inspiring stories.

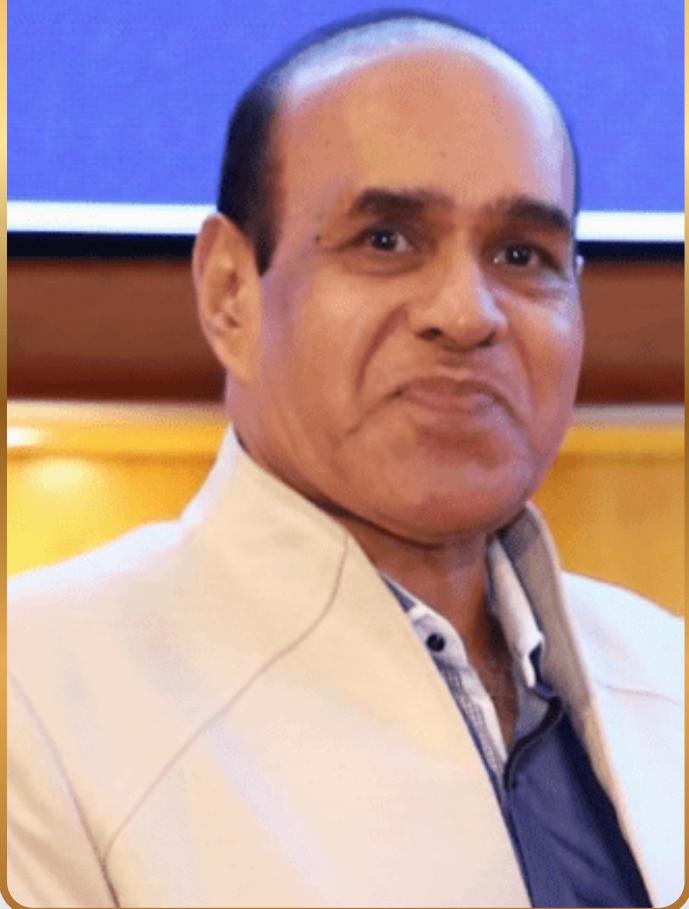
Stories of leaders who came from small towns, or financially poor families, or academically weak, or with physical challenges, or faced unprecedented business challenges and so on. They won against all the odds and are there to **inspire us.**

SHARE YOUR JOURNEY

Your inspirational story will help create a robust business environment. This apart your participation can help you reap rewards such as; Reach, Visibility and Recognition



REGISTER YOUR INTEREST



R. K. Jain

Founder & Managing Director

Sara Chem India Pvt. Ltd.

In the late 1980s, at a time when India was still heavily dependent on imports for industrial inputs, one man spotted a gap - and quietly set out to bridge it.



That man was Rakesh Kumar Jain, a postgraduate in chemistry and the then head of quality control at a prominent synthetic yarn manufacturing unit in the Mumbai known as Orcae Polyester.

It was during his years at Orcae that R.K. Jain identified a major inefficiency: a critical chemical—silicone-based aerosol spray—was being imported at high costs from Germany and the U.S. Despite being integral to the yarn production process, there was no local equivalent available. Rather than accept this as a norm, Jain began conducting R&D on the product. The early trials showed promise. That insight sparked the birth of a new journey.

In 1989, he made the bold decision to quit his job and pursue his idea full time. And thus, **Sara Chem India Pvt. Ltd.** was born—on the strength of one man's conviction to substitute an imported chemical with a homegrown solution.

But the road wasn't easy. Imported brands were already established, and a few Indian players were offering cheaper—albeit substandard—alternatives. Jain's product, while superior in performance, came at a higher cost, and he was new to the market. Rather than retreat, he decided to let the product speak for itself. He distributed it on a no-profit, no-loss trial basis, simply asking clients to test it and evaluate its effectiveness. Slowly, the product began to win trust. One trial at a time, the doors opened.

In those early days, India's polyester and nylon yarn industry was still emerging. But as the sector grew, Sara Chem grew alongside it. What differentiated them was not just the product—it was the unwavering focus on quality, performance, and service. R.K. Jain didn't believe in shortcuts. He believed in solving problems.

The company's evolution over the next three decades was guided by that same mindset. As synthetic yarn technologies advanced, Jain kept upgrading the product to stay ahead. What worked five years ago wouldn't suffice today. He studied foreign brands, evolved formulations, and made sure that Sara Chem's products remained at par—or better. And the market responded. Today, Sara Chem holds as much as 60% market share in select categories within the synthetic fibre segment—a feat built on persistence, trust, and results.

The company operates out of a 20,000+ sq. ft. state-of-the-art facility in Pawane, TTC MIDC, Navi Mumbai. Designed with automated machinery, a modern lab, trained manpower, and full compliance to fire, safety, and environmental norms, the plant represents the quiet competence that defines the brand.

Over time, the product line expanded. Starting with a single industrial silicone spray, Sara Chem's portfolio today includes:

- Sarasil® Silicone Spinneret Sprays for fibre production
- Sarafix® Heater Cleaning Sprays for critical equipment
- Rust Preventive, Anti-Seize and Maintenance Aerosols
- Retail products like room fresheners, fragrance sprays, and pepper sprays
- DIY and household aerosols for chain lubrication and surface cleaning
- End-to-end consultation and turnkey setup for aerosol plants
- Aerosol packaging materials like tin cans, valves, and caps

The next leap began in 2009, when his younger son **Akshay Jain** joined the business. He brought a retail-focused lens to the company—diversifying into room fresheners, self-defense sprays, and DIY consumer aerosols. Recognizing an unmet need in the industry, he also helped launch **plant setup services and packaging supply chains** for fellow aerosol manufacturers across India.

Recently, **the elder son Shriyansh Jain**, with over two decades of international corporate experience in the U.S. and Europe, joined the business full-time. With his entry, Sara Chem has kicked off an ambitious expansion into backward integration and premium packaging manufacturing.

A new manufacturing unit in Sanand GIDC, Gujarat, is now underway to produce tin-plate aerosol cans—a product India currently imports in large volumes. This new plant will not only serve Sara Chem's internal needs but also supply to other Indian aerosol producers, thereby reducing the country's import dependence in this space.

In addition, the company is gearing up to enter the pharmaceutical and cosmetic aerosol segment through licensed manufacturing and private-label brands. And perhaps most significantly, Sara Chem is now preparing for listing, a move that signals its readiness to invite institutional growth capital, scale operations, and make its mark on the global stage.



But beyond factories and formulations, what truly defines Sara Chem is the man who built it.

R.K. Jain is meticulous, grounded, and quietly relentless. As someone who has met him would attest—he doesn't just ideate, he executes. He is known for his no-compromise approach to quality, his respect for science, and his ability to win client trust without frills. He has also served the larger business ecosystem with distinction—as Chairman of the Navi Mumbai Committee of the Indian Merchants' Chamber for over a decade, where he mentored MSMEs, led international delegations, and championed entrepreneurship with sincerity.

In a world chasing viral valuation stories, R.K. Jain built a business rooted in real value. Brick by brick. Spray by spray. His legacy is not just about 60% market share or foreign replacements—it's about a mindset. A quiet determination to solve, serve, and scale. With his two sons now driving the next phase,

Sara Chem stands tall as a multi-generational enterprise, ready for the future.

This is the story of

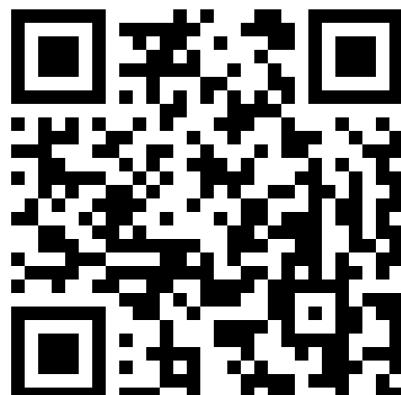
Rakesh Kumar Jain

Sara Chem India Pvt. Ltd.

A True Gem of Indian Business.

built not on noise, but on intent, intellect, and unwavering integrity.

TO WATCH FULL STORY



Akanksha Gupta

Director

Raigad Steel & Roll Forms Private Limited.

In Khopoli, an important industrial town of Maharashtra, a new chapter of enterprise is quietly unfolding.



It is led by a young woman who carries forward a family legacy built over six decades of consistent work, discipline, and integrity.

Her name is Akanksha Gupta, Director of Raigad Steel & Roll Forms Private Limited.

And what she's building today is far more than a steel company.

It's a bridge between generations — between the world her father built, and the future she is shaping.

It all began in 1965, when her father, Sunil Gupta, arrived in Khopoli — then a modest township on the cusp of industrial awakening.

Factories were rising, but progress was constantly interrupted.

Every construction and fabrication site needed oxygen — to cut, weld, and build — and every single cylinder had to travel from Bombay, through narrow ghats that often stayed closed for days.

Projects stalled. Workers waited. Progress suffocated.

That's when Sunil's father decided to fill that gap.

He took a dealership of Bombay Oxygen Corporation and founded Industrial Services.

In the process, he became the man who literally brought oxygen to Khopoli's industries.

But fate tested the family early.

When Sunil's father passed in 1972 and his uncle in 1985, a 19-year-old commerce student suddenly found himself at the helm of a business few expected him to steer.

No mentors. No playbook. Only grit.

He learned every job by doing it.

He drove delivery trucks, rolled cylinders, and fixed regulators himself.

Failure became feedback, and persistence became policy.

Through the 1990s and 2000s, that small trading outfit evolved into a diversified industrial powerhouse. Sunil Gupta established manufacturing plants for oxygen, acetylene, and nitrous oxide — and expanded across the Konkan belt with depots in Roha, Mahad, Chiplun, and Vasai.

He mastered backward integration long before it became a business buzzword.

By 1997, Raigad Oxygen Pvt. Ltd. was born — a symbol of industrial reliability.

He didn't stop there.

He built a logistics fleet to serve his own plants, a Reliance petrol pump known for its absolute honesty, and a reputation that made every handshake count.

His wife, Neeta Gupta, an MSc in Microbiology, became the group's financial backbone; his son, Aditya, took charge of the gas and solar verticals; and his daughter, Akanksha, was honing her creative instincts in fashion design and global branding.

Until destiny called her home.

By 2019, Sunil Gupta had built everything an entrepreneur could dream of. But one thought persisted — "If gases built industries, steel builds nations."

That opportunity came when a family friend from *Uttam Steels*, who owned a roll-forming company named *Frontline Roll Forms Pvt. Ltd.*, decided to step away due to health reasons.

Most saw risk. Sunil saw rhythm — another link in the chain of building India.

He walked through the factory, studied the machines, and within hours decided: "We'll take it." It wasn't just an acquisition; it was intuition — the same kind that had guided every leap before. From oxygen that fuels steel cutting, to steel that builds the nation, the circle was complete.

That decision gave birth to **Raigad Steel & Roll Forms Private Limited** — and soon after, he turned to Akanksha and said,

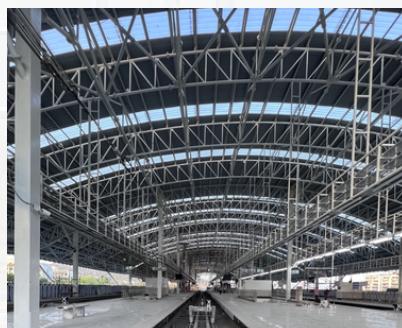
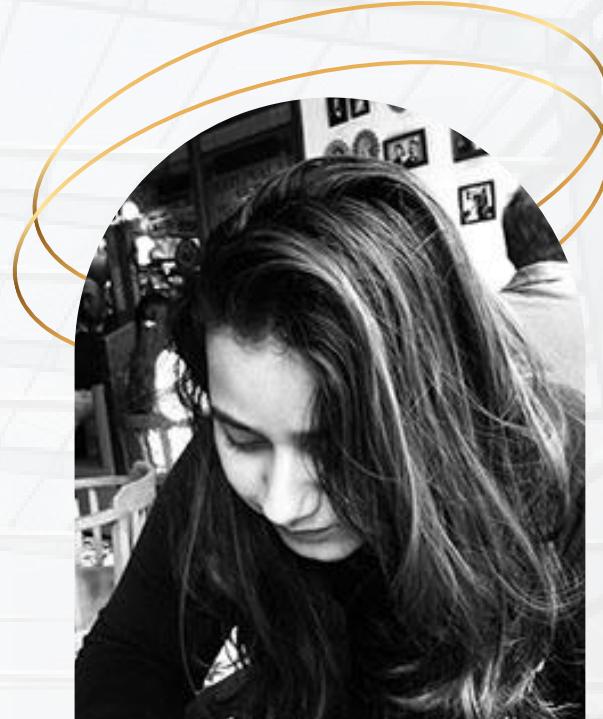
"Now it's your turn."

For Akanksha, this was more than a business challenge; it was a calling.

From design studios, she stepped into a factory floor. From creative layouts, to layout drawings. She didn't stay in the cabin; she stepped into the noise. She learned the sound of each machine, the pulse of each roller, the science behind every bend. Why a profile warped when alignment was off by a millimetre. How galvanizing quality decided the life of a structure. Day by day, she transformed from designer to manufacturer.

Within months, she reorganised the factory layout, introduced digital dashboards, and reduced delivery times by almost half.

Her design eye found a new canvas — the factory itself — with visual SOPs, better lighting, and smoother workflow. Under her leadership, Raigad Steel evolved from a conventional fabrication shop to a precision-driven engineering company.



Today, under Akanksha Gupta's direction, Raigad Steel & Roll Forms Pvt. Ltd. stands among Maharashtra's fastest-emerging pre-engineered building and roll-forming specialists. The company has already earned the trust of India's most respected industrial names — Larsen & Toubro, Thermax, Wärtsilä, Hindustan Unilever Limited, Uttam Group, Vital Laboratories, Hindustan System, MSK Logistics, and Stokota.

It has executed significant infrastructure projects, including the JKIL Metro Station Project — a 175-metre-by-50-metre, 800-tonne steel structure, a testament to its capability and precision.

From warehouse frameworks to industrial plants, from metro structures to logistics hubs — Raigad Steel's imprint is now visible across India's growth map.

What sets them apart is not just what they build, but how they build — with reliability, transparency, and relentless learning.

In a sector where timeliness and tolerance decide reputation, Raigad Steel delivers both.

And Akanksha is just getting started.

Her vision for the next decade is clear — to make Raigad Steel a one-stop solution for pre-engineered, eco-conscious, digitally-driven infrastructure.

She is working toward turnkey modular structures, AI-based production monitoring, and green-steel fabrication with recycled input and reduced carbon footprint.

Her leadership blends her father's discipline with her generation's dynamism — a perfect alloy of experience and innovation.

From a modest gas dealership in the 1960s to a multi-vertical industrial group today, the Raigad story reflects the very spirit of Indian business — adapt, evolve, and build with integrity.

This is the story of

“

And at its forefront now stands a daughter who has inherited not just assets, but attitude, the courage to get her hands dirty, and the clarity to see beyond the next quarter.

Akanksha Gupta

of Raigad Steel & Roll Forms Private Limited

A Shining Gem of Indian Business.

TO WATCH FULL STORY



Champion

OF SECTOR

Here, We showcase innovative and game-changing SMEs that have revolutionized their respective industries.





- Total loans disbursed in upwards of Rs 16,000 Cr.
- Serviced more than 18000 retail and MSME customers.
- Servicing Customers in more than 32 locations across India.



Unsecured Business
Loan



CGTMSE Loan



Working Capital
Loan



Balance
Transfer



Loan Against
Property



Car
Loan



Loan for
Professionals



Home
Loan



Personal
Loan



Car Refinance
Loan



Credit
Cards

CONNECT WITH RUPEEBOSS

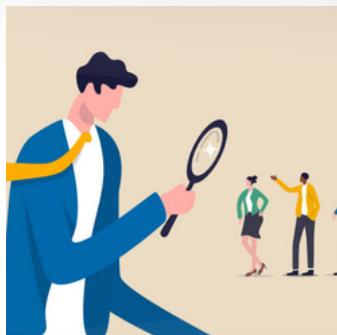


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BLL Community Buzz

Seamless Shifting, Reliable Support

When Rishi Ganguly, Founder of WebDudes, needed to move his equipment from Chembur to Andheri, support came through a trusted BLL connection. Manish Agarwal and his team at Liberty International Packers and Movers handled the entire process with exceptional care and professionalism.

Their efficiency and attention to detail ensured a smooth relocation experience — giving Rishi complete peace of mind throughout. This collaboration reflects the spirit of the BLL community, where reliable partnerships and mutual trust drive both professional and personal support.

Impact:

- Hassle-free equipment relocation across Mumbai
- Strengthened trust and collaboration within the **BLL network**

Celebrating Connections, Creating Memories

When Sara Chem India Pvt. Ltd. planned to celebrate its company anniversary, R.K. Jain, Founder & MD, turned to the BLL network to find the right partner for the occasion. Through this connection, he collaborated with Pranav Pathak, Owner of Infinity Production, BLL's trusted event management expert. Pranav and his team executed the event with creativity, precision, and seamless coordination — ensuring every detail reflected the client's vision. From planning to on-ground management, the celebration was a resounding success, leaving a lasting impression on all attendees.

This collaboration highlights the essence of BLL — fostering meaningful business relationships that transform opportunities into memorable experiences.

Impact:

- Strengthened collaboration between members through BLL's trusted network

Design Meets Trust: A BLL Connection in Action

A meaningful connection through the BLL network led to a creative collaboration between Dhivya Sriram and Devendra Pawar. When Dhivya envisioned transforming her home into a modern, elegant space, Devendra and his team at *DESIGNCEPT LLP* stepped in to bring that dream to life.

From conceptualization to execution, the interiors beautifully reflected Dhivya's personal style and Devendra's design expertise. The project stands as a perfect example of how BLL fosters trust-based collaborations that blend professionalism with personal touch.

Impact:

- Home interiors completed with excellence and creativity
- Strengthened member collaboration and goodwill within the BLL community

Sponsorships That Sparkled This Festive Season

Bringing together the joy of celebration and the strength of professional relationships, Vishal Thakkar gathered support from fellow members to make his wife's *Dandiya* event a memorable success. With sponsorships from *RupeeBoss Financial Services Pvt. Ltd.*, *Clinitech Laboratory Ltd.*, and *Urbanetek Insurance Broking Pvt. Ltd.*, the event came alive with vibrant energy and community spirit. It's a wonderful example of how shared goodwill and collaboration can create lasting impact — both personally and professionally.

Impact:

- Stronger relationships built through shared celebration and trust

Travel Solutions Strengthening Business Bonds

Every collaboration adds a new dimension to the community's strength — and this one reflects how even diverse business categories contribute to each other's growth.

Clevio Prakash Monteiro, CEO of *SunRaj Enterprises*, extended his professional expertise by arranging seamless travel services for R.K. Jain of *Sara Chem India Pvt. Ltd.* and Sunil Ulap of *Shubham Tanks and Liners Pvt. Ltd.*. His attention to detail and reliable service ensured comfortable, well-coordinated travel experiences for both.

This collaboration demonstrates how members across varied industries — from manufacturing to travel and logistics — continue to engage meaningfully, supporting one another through quality service and mutual trust.

Impact:

- Showcasing growth and collaboration across diverse business sectors

BLL Community Buzz

Creative Designs That Define Brand Identity

Showcasing the strength of collaboration within the community, Business Leadership League teamed up with Aliasger Khamgaonwala, Owner of Label ME (Maimoon Enterprises), to design and produce customized corporate kits.

Aliasger and his team brought creativity, precision, and a strong sense of brand alignment to the project, delivering designs that truly reflected the League's professional ethos. The partnership not only enhanced the organization's visual identity but also reinforced trust in member-driven expertise across diverse industries.

Impact:

- Encouraged members to collaborate within the community for specialized needs

From Guidance to Growth: A Professional Partnership

When Clinitech Laboratory Ltd. sought expert support for navigating government tenders, they collaborated with Makarand Sherkar, a seasoned Government Business Consultant from Tender Tech. Makarand guided the team through the tender preparation process with in-depth knowledge, clarity, and professionalism.

Impressed by the quality and consistency of his assistance, Clinitech Laboratory Ltd. formalized the partnership, engaging Tender Tech on a monthly retainer basis. The collaboration stands as a testament to how members leverage each other's specialized expertise to achieve sustained business growth.

Impact:

- Demonstrated value creation through member expertise and professional trust

Expanding Horizons Through Wellness and Collaboration

Bhavika Choradia, Founder of Playoga, has experienced tremendous growth through meaningful collaborations. Her expertise earned her the role of Brand Wellness Consultant for a top construction company, along with partnerships with insurance firms to design corporate wellness and yoga programs.

She also joined hands with a Pune-based social activist working on women empowerment initiatives, paving the way for government-linked women's health events.

Impact:

- Increased visibility and credibility in the wellness space

Building Business Growth Through Government Consultancy

At a meeting in Airoli, Makarand Sherkar, Government Business Consultant, Tender Tech connected with Jagdish Nayak Founder & Managing Director of Clinitech Laboratory Ltd. and soon began providing monthly consultancy services to help the company tap into government business opportunities.

Since September 2025, he has been guiding the team on tender registrations, vendor empanelment, and employee training, ensuring Clinitech is ready to participate in relevant tenders.

Impact:

- Business expansion into government sector initiated

The Journey of Determination and Growth

Reeta Soni's journey is a testament to perseverance and vision. She began as a Franchise Owner of Supremus Angel, where her dedication and professionalism quickly stood out. This recognition led her to collaborate with Arth Vritta Capital (AVC) and later join Pritha Capital as Associate Vice President (Business Development) under the mentorship of Mr. Raj Sukheja.

Encouraged by peers and driven by her entrepreneurial spirit, Reeta founded Rudraa Capital, expanding into Pre-IPO and precious metal investment opportunities. Her path reflects growth built on courage, consistency, and belief in her potential.

Impact:

- Inspired others to pursue growth through collaboration and self-belief



Human Capital & HR Outsourcing

Driving Growth for Modern Businesses

Dr. Amogha Idnani,
Director- QC Acumen Pvt Ltd

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In today's competitive business landscape, sustainable growth is powered not just by capital or technology—but by people. Organizations that treat their workforce as strategic assets unlock innovation, strengthen culture, and drive long-term profitability. For MSMEs and SMEs, which often face limited HR resources, this means finding smarter, scalable ways to manage and develop talent effectively.

Hire Right: The Foundation of People Assets

Recruitment isn't just filling positions; it's about aligning skills, values, and potential with organizational goals. Competency-based hiring and predictive analytics help identify talent that performs today, adapts tomorrow, and contributes strategically to future growth.

Training & Upskilling: Future-Proofing Your Workforce

Continuous learning equips employees with future-ready skills, enhancing productivity, engagement, and retention. Businesses that invest in upskilling foster innovation while creating a motivated, high-performing workforce capable of overcoming disruption.

Performance Metrics & Engagement: Measuring Impact

Tracking revenue per employee, training ROI, internal mobility, and innovation output connects people initiatives to measurable outcomes. Engaged employees are emotionally invested, delivering higher productivity, lower turnover, and stronger competitive advantage.

"When people are emotionally invested, they want to contribute." – Simon Sinek

Retention: Keeping Your Best Talent

Top talent stays when career growth, recognition, purpose, and flexibility are prioritized. Proactive retention strategies—including mentorship, development programs, and stay interviews—ensure long-term engagement, loyalty, and sustainable business success.

Human Resource Outsourcing: Empowering MSMEs & SMEs

For small and medium enterprises, building an in-house HR function can be costly and time-consuming. **HR outsourcing (HRO)** provides a strategic solution, allowing businesses to focus on core operations while experts manage HR processes efficiently.

Key Benefits of HRO :

- Reduce operational costs by avoiding full-time HR infrastructure
- Access expert recruitment, payroll, compliance, and engagement services
- Scale HR support flexibly as the business grows

“Human Resource Outsourcing is far more than a cost-saving measure—it is a strategic lever that transforms the way businesses manage and develop talent. By outsourcing HR functions, organizations enhance employee satisfaction, ensure full compliance with ever-evolving labour laws, and build scalable, efficient systems that support growth.

HRO fosters a culture of innovation, agility, and accountability, enabling teams to focus on core business objectives while HR experts handle recruitment, training, performance management, and engagement. Companies leveraging HRO gain a competitive advantage, unlocking sustainable growth, higher productivity, and long-term business resilience, making it an indispensable tool for modern organizations.”

Conclusion:

Investing in human capital is the cornerstone of sustainable business growth. By focusing on hiring the right talent, fostering continuous learning, measuring performance, driving employee engagement, and implementing effective retention strategies, organizations can unlock the full potential of their workforce.

When these efforts are combined with strategic Human Resource Outsourcing, companies gain access to expert HR support, scalable systems, and streamlined processes that amplify productivity and innovation.

This dual approach not only accelerates growth and strengthens competitiveness but also builds a resilient, future-ready workforce capable of adapting to change and driving long-term organizational success in an ever-evolving business landscape.”





Transforming Dreams into Reality

How CMEGP is Reshaping Maharashtra's Entrepreneurial Landscape

Venkatachalam Iyer

CEO, Bridgeeasy Consultant LLP

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Hook Statement: "What if just 5% of your capital and a viable business idea could unlock a Rs. 50 lakh enterprise with government backing? For thousands of aspiring entrepreneurs across Maharashtra, this isn't a dream—it's the reality created by CMEGP."

Understanding CMEGP: Maharashtra's Game-Changer

Launched in August 2019 under Maharashtra's New Industrial Policy, the Chief Minister Employment Generation Programme represents the state government's ambitious vision to create self-employment opportunities and establish approximately one lakh micro and small enterprises over five years, generating 8-10 lakh jobs across rural and urban areas.

Unlike conventional loan schemes, CMEGP is a comprehensive credit-linked subsidy program that combines government subsidies, bank financing, and minimal beneficiary contribution to make entrepreneurship accessible to educated unemployed youth, traditional artisans, and underrepresented communities.

The Financial Architecture: Making Entrepreneurship Affordable

CMEGP's financial structure demonstrates remarkable inclusivity. The scheme offers funding up to Rs. 50 lakh for manufacturing sectors and Rs. 20 lakh for service, agro-based, and primary agro-processing industries.

THE SUBSIDY FRAMEWORK :

Project Type	Maximum Amount
Manufacturing	Rs. 50 lakh
Service/Agro-based	Rs. 20 lakh

HOW IT'S FUNDED:

Category	Urban Subsidy	Rural Subsidy	Your Contribution	Bank Loan
General	15%	25%	10%	60-80%
Special (SC/ST/Women)	25%	35%	5%	60-80%

ELIGIBILITY - WHO CAN APPLY?

- ✓ Age: 18-45 years (50 years for special categories)
- ✓ Education: Minimum 12th or Graduate Atleast (for projects Rs. 10-25 lakh) | SSC (for projects Rs. 25-50 lakh)
- ✓ Residency: Maharashtra domicile only
- ✓ Income: No income ceiling
- ✓ Special Categories: SC/ST, Women

The scheme accommodates proprietorships, and registered Self-Help Groups, ensuring flexibility in business structuring.

Special Provisions: With 30% reservation for women beneficiaries, CMEGP actively promotes gender-balanced entrepreneurship.

Sectors and Opportunities: Where Can You Invest?

CMEGP welcomes ventures across three broad categories:

Manufacturing Industries: Traditional and modern manufacturing units with project costs up to Rs. 50 lakh, enabling aspirants to establish production facilities with significant scale.

Service Industries: Including e-vehicle-based goods transport, single-brand service ventures, and various professional services with funding up to Rs. 20 lakh.

Agribusiness and Primary Agro-Processing: Connecting agriculture with value addition, these ventures can access Rs. 20 lakh funding, crucial for Maharashtra's agricultural economy.

The Repayment Structure: Business-Friendly Terms

Understanding that new businesses need time to stabilize, CMEGP offers repayment tenures of 36-84 months with an additional six-month moratorium before EMI commencement. This breathing space allows entrepreneurs to establish operations, achieve cash flow stability, and then commence loan repayment.

Success Factors: Beyond Just Finance

IMPORTANT CONDITIONS:

- Only NEW ventures (not for existing business expansion)
- Only ONE family member can apply (self or spouse)
- Cannot have availed PMEGP or similar schemes previously
- Land cost excluded from project cost
- Must have their Own house in the city

WHY CHOOSE CMEGP?

- ✓ Start business with minimal capital
- ✓ Government-backed subsidy
- ✓ No collateral requirement
- ✓ Flexible repayment terms
- ✓ Skill development support
- ✓ Market linkage assistance
- ✓ Priority for women and marginalized communities

Residency: You must be domiciled in Maharashtra—this is for Maharashtra's own.

The Multiplier Effect: Beyond Individual Success

Every CMEGP unit creates a ripple effect. One entrepreneur doesn't just achieve self-employment; they generate employment for others, contribute to local economies, reduce urban migration pressures, and strengthen Maharashtra's MSME ecosystem. For traditional artisans, CMEGP preserves cultural heritage while providing sustainable livelihoods.

Conclusion: Your Entrepreneurial Journey Starts Here

The Chief Minister Employment Generation Programme isn't merely a scheme—it's Maharashtra's commitment to transforming unemployment into entrepreneurship, aspirations into achievements, and potential into prosperity. With its unique combination of substantial subsidies, minimal beneficiary contribution, collateral-free loans, flexible repayment terms, and comprehensive support ecosystem, CMEGP has democratized entrepreneurship.

The question isn't whether you can afford to start a business under CMEGP—the question is whether you can afford not to seize this opportunity. Explore your eligibility, identify your business sector, and take the first step toward entrepreneurial success. Maharashtra is ready to back your vision—are you ready to pursue it?



Finance the Unfinanced



Bridging Financial Gaps, Empowering Success.

HOW YOGA & STRESS MANAGEMENT

Interconnected ?



Bhavika Choradia

Founder, Playoga

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Yogic stress management is a holistic approach that uses physical postures, breathing techniques, sound healing and meditation to calm the mind and body.

Is it really possible to control thoughts?

Answer is NO

One have to channelise the entire thought process and get it into one rhythm of subtle chain of patience, calmness and preserverance

Here is a breakdown of the key components and how they help manage stress:

💡 Key Components of Yogic Stress Management is the process of Ashtanga yoga which talks about Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana, Samadhi which are the steps to work on the spiritual enlighten journey

Introducing the concepts for Householders and not Sanyasi in himalayas, is it really possible? It is possible if one follows this marga(path)

1. **YAMA(selfcontrol)** talks about truthful to oneself creates a sense of contentment and happiness all the time

2. **NIYAMA(observances,self training)** talks about Self introspection. Dedication, Persistence in practice

3. **Asanas or (Physical Postures)** Gentle stretches and sustained poses (like Tadasana or Tree Pose) that improve flexibility, balance, and strength. Releases physical tension stored in the muscles, increases blood flow, and promotes mind-body connection.

4. **Pranayama (Breathing Exercises)** Techniques that involve consciously regulating the breath, such as rhythmic or alternate nostril breathing. Activates the parasympathetic nervous system ("rest and digest" response), which lowers heart rate, calms the mind, and counteracts the "fight or flight" stress response.

5. **Pratyahara:** Withdrawal of the senses just like tortoise hidden inside his shell 🐢 when there is no need of external stimuli tempting like social media .. just be with yourself doing nothing

6. **DHARANA** talks about creating focus on one thing at one time .no multitasking at one time. Just being and enjoying every moment.

7. **DHYANA(Meditation)** Practices that cultivate focused attention and awareness, often paired with breath or a mantra. Reduces mental "noise" and rumination, helping you observe stressful thoughts without immediately reacting to them, fostering inner peace.

8. **Shavasana (Corpse Pose)** A final relaxation pose where the body lies still, allowing for complete rest and integration of the practice. Allows for deep, systemic relaxation, easing fatigue and reducing blood pressure, which is crucial for full stress release.

PS: THIS IS NOT AI GENERATED.



Smart Finance :

Making Your Business

Future-Ready

Saba Shaikh

Chartered Accountant & FinTech Transformation Expert

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For most small and medium businesses, finance has always been about managing cash, paying taxes, and keeping records in order. But the role of finance has changed. What was once a support function has become a key driver of growth. This evolution is what I call Smart Finance — **the use of technology, automation, and insight to make better business decisions.**

Smart finance does not require expensive systems or technical experts. It begins with simple steps that improve clarity and control. Automating invoicing, reconciliations, and expense tracking using affordable cloud tools such as **Zoho or Odoo** can save significant time each week. That time can then be used to focus on improving profitability and customer experience.

The most powerful benefit of smart finance is **real-time visibility.** In many businesses, financial reports are prepared weeks after the month ends. By then, the opportunity to act on those insights is often lost. With digital systems, business owners can view their sales, expenses, and cash flow at any time, even from a mobile phone. **This shift from delayed reporting to live insights helps leaders make timely, informed decisions.**

Smart finance also strengthens internal control. Automated approval workflows and digital audit trails reduce manual errors and make compliance easier. For growing SMEs that may not have large finance teams, this is a crucial advantage.

In addition to efficiency, smart finance improves credibility. Lenders, investors, and customers increasingly expect transparency and accuracy in financial reporting. A well-digitized finance system allows businesses to demonstrate control and confidence in their numbers, which helps attract partnerships and funding.

In my work with **SMEs across different industries**, I have seen how small changes in financial processes can make a big impact. Whether it is automating expense claims, integrating project costing, or building real-time dashboards, each step creates measurable value. **The key is to start small, stay consistent, and keep improving.**

Finance today is not just about recording what happened in the past. It is about guiding what should happen next. Smart finance connects the numbers with strategic action. For SMEs ready to grow, it is not just a tool for efficiency

it is the foundation for sustainable success.



From Me To You: How SME Business Owners Can Create Legacy Leaders

Hariharan Iyer

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Synopsis

The way forward for SME business owners is to expand their professional horizons and enable the transfer of power so to say from 'me' to 'you'. A business legacy cannot thrive meaningfully enough without the system continuously developing leaders who develop more leaders. Businesses become more socially profitable and fulfilling when the ideas are driven forward by those who feel a sense of belongingness towards the organisation, and are not necessarily part of the family power structure.

I have had the opportunity to work and interact with first generation and second generation small and medium enterprises **(SME) business owners as part of my learning and development setup.**

The aspect that stands out is the family business legacy some of the more enterprising entrepreneurs have been able to build. The transfer of the business dynamics to the next generation is not always smooth, but inevitable in many organisations.

It is fascinating to see family-run businesses keep going and create substantial wealth too.

But as the world constantly keeps changing around us, demanding more delegation and professionalism, many family-run businesses suffer from the very element that got them the success – the family bond. They not only carry deep ownership, but find it difficult to let go of what they 'own'.

Their deep involvement stifles creativity and a sense of professional growth for talented people in the organisation.

The Dangers of not creating a professional line of leadership leveraging 'outsiders' is multi-fold:

1. Fresh ideas don't flow into the system
2. A culture of sycophancy may prevail
3. With technology playing such a critical role in the future of businesses, the threat of redundancy looms
4. While the 'family' is motivated by its business model and earnings, its employees lack the drive to stretch for the same as there is limited personal stake for them

When family-run businesses stay within their zone and are reluctant to embrace professional process-driven business models, the owners may lose touch with the ground and get burdened by the various operational and financial pressures, ultimately impacting the deeper business potential and scalability. SME business owners must reinvent themselves as facilitators and coaches for the system, rather than being the day-to-day decision makers.

They themselves need to be learners and coachable too, so that they can equip themselves to delegate, empower and yet be in control.

The way forward for SME business owners is to expand their professional horizons and enable the transfer of power so to say from 'me' to 'you'. A business legacy cannot thrive meaningfully enough without the system continuously developing leaders who develop more leaders. Businesses become more socially profitable and fulfilling when the ideas are driven forward by those who feel a sense of belongingness towards the organisation, and are not necessarily part of the family power structure.

It is only an expanded leadership system and not just the family members that can build the kind of legacy that the Tatas and the Birlas have empowered the world with.





Are you and your Employees Actually safe? :

“Organization Safety

A Cornerstone for Sustainable Business

Dr. Raina Khatri Tandon

Director CEO Founder - Right2rise(R)

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“A safe workplace isn’t a privilege — it’s a fundamental right. “Awareness is the first step toward empowerment & Great culture to build

In today’s dynamic industrial landscape, safety is not just a compliance requirement, not policies alone —it’s a strategic investment in productivity, reputation, and employee well-being. For business and factory owners, fostering a culture of organisational safety ensures not only regulatory adherence but operational excellence & long-term sustainability.

1. The Pillars of Organisational Safety

Organisational safety extends far beyond physical well-being. It encompasses workplace safety, legal compliance, psychological security, digital protection, and gendersensitivity. Each of these pillars is crucial in today’s interconnected, hybrid work environments—whether employees are on the shop floor or working remotely.

2. Compliance:

The Backbone of Safety Management India’s labour and industrial laws mandate strict compliance in areas such as health, environment, fire safety, employee welfare, and sexual harassment prevention. Non-compliance can lead to severe legal, financial, and reputational risks.

KEY COMPLIANCE AREAS INCLUDE:

- **Factories Act, 1948** – Ensures occupational safety, health, and welfare of workers.
- **Industrial Safety Rules** – Mandate safe machinery use, hazard management, and emergency preparedness.
- **POSH Act, 2013** – Mandates a zero-tolerance approach to sexual harassment at the workplace.
- **Occupational Safety, Health, and Working Conditions Code, 2020** – Consolidates and modernizes workplace safety requirements.

Adhering to these frameworks demonstrates responsibility and builds trust among employees, clients, and stakeholders.

3. POSH Compliance: Fostering Respect and Equality

The Prevention of Sexual Harassment (POSH) Act, 2013 applies to all organisations, including factories, MSMEs, and startups. Every employer must:

- Constitute an Internal Committee (IC) with trained members.
- Conduct regular awareness and sensitization programs.
- Display POSH policies prominently and ensure confidentiality during complaint handling.

A gender-safe environment enhances morale, reduces attrition, and positions the company as an ethical employer. It also boosts overall productivity, as employees feel respected and secure.

4. Online and Offline Safety: A Dual Imperative

In a digital-first world, organisational safety must bridge cybersecurity and physical safety.

- Offline Safety involves maintaining proper infrastructure, using protective gear, following Standard Operating Procedures (SOPs), and conducting fire, electrical, and equipment audits.
- Online Safety includes safeguarding employee data, securing communication platforms, implementing cyber hygiene training, and monitoring for digital harassment or misuse of online channels.

For factory owners, this dual focus means integrating digital monitoring systems, incident reporting tools, and ISO-certified safety standards such as ISO 45001 (Occupational Health and Safety Management System).

5. The Business Case for Safety

A robust safety culture reduces downtime, prevents accidents, and enhances brand reputation.

It attracts skilled talent, retains loyal employees, and satisfies customer audits. Moreover, global clients increasingly prefer working with organisations that adhere to ethical and safety standards.

6. Moving Forward: Building a Culture of Accountability

Safety must be everyone's responsibility—from the boardroom to the shop floor. Leadership commitment, continuous training, and proactive audits are key. Collaborating with certified compliance experts and trainers ensures that your organisation remains future-ready and legally sound.

In conclusion,

organisational safety is not just a statutory obligation—it's a moral and strategic imperative. By integrating **POSH compliance, online-offline safety practices, and a culture of care**, business and factory owners can create resilient, productive, and people-centered workplaces that truly rise with responsibility.

“A safe workplace isn’t a privilege — it’s a fundamental right.”

“Real Change Begins when Awareness turns into Action.”



Marketing: Using your website effectively

Your Website's Purpose Decides Its Architecture

Kripananda Chidambaram

Head- Strategy and Key Initiatives, BLL

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Why MSMEs Must Stop Treating Their Website Like a Brochure and Start Treating It Like a Business Asset

Walk into most MSME offices and you'll find something in common — a beautifully printed brochure gathering dust on the reception table, and a website that's doing almost the same thing online. It looks good, it exists, but it doesn't work.

The truth is, your website can do much more than just "be there." It can:

- Generate leads 24x7
- Build trust before your first call
- Educate prospects automatically
- Attract talent and investors
- Become your top-performing salesperson

But for that to happen, the architecture of your website — how it's structured, how content flows, and what it prioritizes — must directly reflect your business objective.

1. Generate Leads 24x7: Build for Conversion, Not Decoration

If your primary goal is to bring in inquiries, your site must be designed like a sales funnel, not a portfolio. That means:

- Prominent and repeated CTAs ("Call Now," "Get a Quote," "Book a Demo")
- Lead magnets such as pricing calculators, downloadable guides, or audit forms
- Simplified navigation with minimal friction between curiosity and action

Remember: if people have to think too much to contact you, you've already lost them.

2. Build Trust: Proof Is the New Pitch

In an age where anyone can claim to be "leading," trust has become the real differentiator. A trust-building website isn't about fancy words — it's about proof density.

Add:

- Client logos and testimonials
- Certifications, awards, or affiliations
- Case studies that showcase tangible results

Your homepage shouldn't just say you're reliable — it should show it within the first 10 seconds.

3. Educate Prospects: Become the Expert Before the Sale

Today's buyers want to learn before they talk.

An education-driven architecture turns your website into a knowledge hub through:

- Blogs and explainers on customer pain points
- FAQs and comparison pages
- Videos or visual walkthroughs of your process

By the time the prospect reaches out, they already trust your expertise — and the sales cycle becomes smoother.

4. Attract Talent and Investors: Tell the Human Story

For growing MSMEs, hiring and partnerships are as important as sales.

Show your company's culture and vision through:

- A strong About Us and Careers section
- Team photos, leadership messages, and impact stories
- Milestones and community contributions

When potential employees or investors visit your site, they should feel your story — not just see your services.

5. Become Your Top-Performing Salesperson: Integrate, Track, and Learn

Once your architecture is purpose-driven, make it intelligent.

Integrate your website with CRM systems, analytics tools, and WhatsApp chat so every click gives you insight.

Use retargeting pixels, A/B testing, and dashboards to measure what works — and double down on it. Your website can work harder than any human salesperson — it just needs the right training.

Final Word: From Brochure to Business Engine

Most MSME owners proudly say, "We already have a website."

The better question is — *what is your website doing for you right now?*

If the answer is "nothing much," it's not because websites don't work.

It's because yours isn't aligned with a clear purpose.

When your website's architecture mirrors your business intent, every button, section, and scroll stops being decoration — and starts driving direction.



Business Leadership League

TRIBUTE TO EXCELLENCE

A Quiet Gesture of Respect

In a world that often celebrates the loudest voices, Tribute to Excellence is BLL's way of honoring the quiet builders — the ones who've led with values, consistency, and impact over the years

This segment is not about awards or accolades. It's a simple, respectful gesture — where our members bring forward individuals they deeply admire, offering them a space of acknowledgement within the BLL community

**It is through such moments — soft-spoken yet deeply meaningful — that cultures are built
And we're proud to make space for that**



Business Leadership League

TRIBUTE TO EXCELLENCE

BLL BUSINESS
LEADERSHIP
LEAGUE



Mr. Rajesh Gosalia

MANAGING DIRECTOR

Himatlal Tribhovandas Shah And Co.

Mr. Rajesh Gosalia leads **Himatlal Tribhovandas Shah & Co.**, one of India's most trusted names in industrial chemicals and raw materials. With his strategic vision and strong industry expertise, he has driven the company's growth through innovation, global partnerships, and a deep commitment to quality and ethical business practices.



Mr. Shrikrishna B. Gangurde

CHAIRMAN

Avee Broilers Pvt. Ltd.

A postgraduate in agriculture, Mr. Gangurde founded his first broiler farm in 1999 and has since built Avee Broilers into India's first pure-line broiler genetic organization. With a focus on innovation, climate-adapted breeds, farmer training, and sustainable protein production, he has positioned Avee as a flagship name in the poultry sector under his visionary leadership.



Mr. Bob Bhasin

FOUNDER

Genesis Clothing Corporative

Mr. Bob Bhasin, Founder of Genesis Clothing Corporative, has built a strong presence in the apparel industry through innovation, quality, and a deep understanding of market needs. His focus on sustainable growth and customer-centric solutions continues to inspire many entrepreneurs in the SME sector.



Mr. Samvar Mavani

DIRECTOR

Mosil Lubricants Private Limited

Mr. Samvar Mavani, Director of Mosil Lubricants Private Limited, has been instrumental in driving the company's growth through innovation and a commitment to performance-driven solutions. Under his leadership, Mosil has strengthened its position as a trusted brand in specialty lubricants, empowering industries and inspiring SME leaders with its focus on quality and sustainability.



Business Leadership League

TRIBUTE TO EXCELLENCE



Mr. Ajay Singh Dassundi

EXECUTIVE DIRECTOR
Zenith Drugs Limited

Mr. Ajay Singh Dassundi, Executive Director of Zenith Drugs Limited, has been a driving force behind the company's consistent growth and innovation in the pharmaceutical sector. His leadership focuses on quality, global standards, and sustainable healthcare solutions — inspiring many SME leaders to pursue excellence with purpose.



Mr. Ravi Vyas

Founder
Artisan Craft

Mr. Ravi Vyas, Founder of Artisan Craft, has been a driving force in promoting India's rich handicraft heritage. Through his vision and creativity, he has empowered artisans and redefined traditional craftsmanship for modern markets. His leadership continues to inspire sustainable growth and cultural pride.

BLL

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Mr. Prabhudas Golla

DIRECTOR
Warpp Engineers Pvt. Ltd.

Mr. Prabhudas Golla, Director of Warpp Engineers Pvt. Ltd., has played a key role in shaping the company's success in the welding and engineering sector. With a strong focus on innovation, technology, and customer satisfaction, he continues to drive growth and inspire SMEs to build globally competitive businesses.

Want to Nominate Someone?

Connect with the BLL Curation Team.
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How It Works

- Step 1:** Member nomination with rationale
- Step 2:** BLL curation and invitation
- Step 3:** Event presence and acknowledgment.





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Jagdish Nayak

Managing Director
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Chocopearl by Chef Anu Kapoor



Anu Kapoor

Proprietor
Choco Pearl

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Proprietor
Manassya Financials



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Ar. Bhavesh Chitre

CEO
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Deepak Joshi

Counselor
Heal YR Vastu



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Astro - Numerologist. etc

I have inspected more than 4500+ properties all over India

Vastushastra is the science that synchronizes a balance between human life and nature. The five basic elements, the eight directions, the Electro-magnetic and the gravitational force of the earth, the cosmic energy emanating from the planets as well as the atmosphere and their influence on human life have all been taken into consideration in the Vastushastra and tuneful confluence of nature and human life has been brought about.

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Mohammed Syed

Director
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Ankit Namdeo, a tax lawyer with **more than 11 years of experience** in offering solutions on tax issues in complex transactions and litigation, founded Ank Advisors in 2021. **Prior to starting, Ank Advisors, Ankit worked with Tier 1 law firms Khaitan & Co, and Cyril Amarchand Mangaldas in their tax teams for 7 years.**

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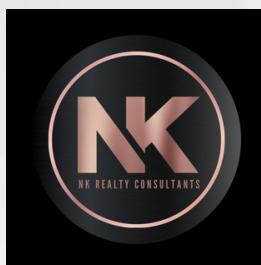
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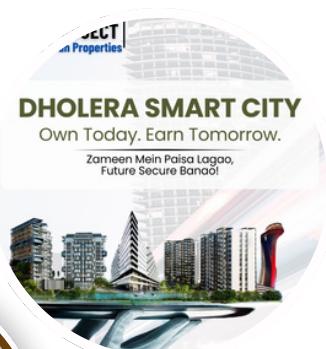
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- Dholera is expected to experience significant growth in the next 5 years, driven by infrastructure development, industrial investments, and government support. Here's a brief overview:

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- **15-20% Annual Appreciation:** Early investors have reported 15-20% annual appreciation

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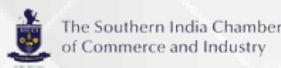
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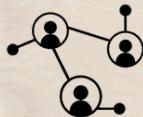
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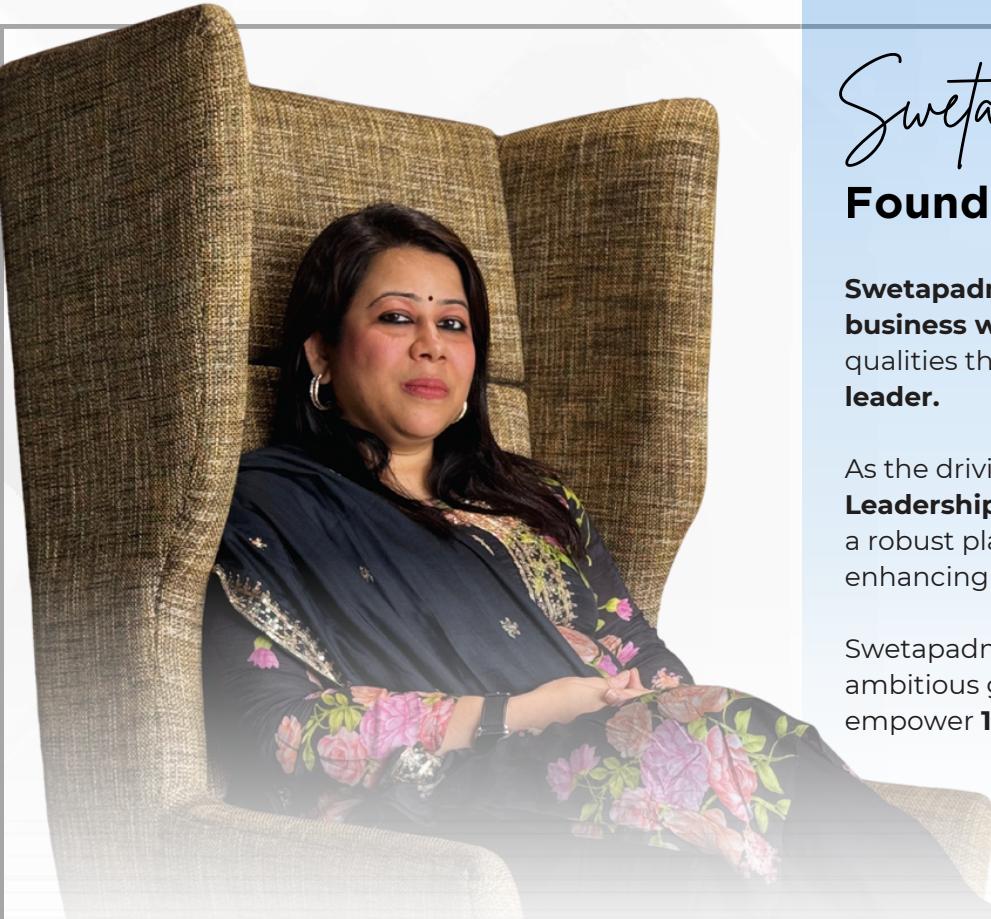
As part of Saudi Arabia's ambitious **Vision 2030**, the nation is investing over \$1 trillion to build a global hub for manufacturing, logistics, and innovation — with India playing a key role in this transformation.

The BLL Delegation offers Indian founders, business owners, and CXOs an exclusive opportunity to:

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- Meet Saudi investors and industry authorities driving Vision 2030
- Showcase "Made in India" innovations on a global platform
- Visit industrial and innovation zones in Riyadh and Dammam
- Through this initiative, BLL continues its mission of giving visibility, access, and growth opportunities to Indian entrepreneurs on the world stage.

FOR REGISTRATION





Swetapadma Mohanty

Founder & CEO

Swetapadma is a true trailblazer in the business world, demonstrating remarkable qualities that set her apart **as a dynamic leader**.

As the driving force behind the **Business Leadership League (BLL)**, she has established a robust platform dedicated to promoting and enhancing the visibility of businesses.

Swetapadma's commitment is evident in her ambitious goal for BLL to support and empower **1 lakh businesses by 2030**.

Her leadership at BLL is marked by a passionate dedication to the SME sector, recognizing the immense potential these enterprises hold for India's economic development. Swetapadma's vision includes creating a conducive ecosystem, leveraging a skilled labor force, and providing access to global markets, all aimed at fostering the growth of SMEs. Through BLL, she aims to inspire entrepreneurship, facilitate networking, and provide a platform for SMEs to showcase their offerings and achievements.

Prior to founding BLL, Swetapadma's journey includes co-founding Salessprout, where she played a key role as the Co-founder and Head of Operations. At Salessprout, her expertise in crafting innovative sales strategies proved invaluable to B2B product and services companies, helping them expand their market presence and effectively communicate the value of their offerings. Her professional background also encompasses pivotal roles at respected organizations such as Dun & Bradstreet Tangram Pvt Ltd, Feedback Business Consulting Services Pvt Ltd, and Credit Analysis & Research Ltd. These experiences enriched her understanding of market dynamics, strategic advisory, and customer engagement.

Swetapadma's assertive approach and her ability to seize opportunities, even in the face of challenges, has been a driving force behind BLL's success. Her keen sense of innovation keeps the organization ahead of the curve, ensuring that SMEs can thrive in today's competitive environment. Her tenacity ensures that BLL consistently exceeds its goals, making a tangible impact on the businesses it supports.

Under Swetapadma's visionary leadership, BLL has become more than a business platform; it's a movement that champions SMEs, a catalyst for positive change, and a symbol of the potential within the Indian business landscape. Her vision and unwavering commitment shape BLL's trajectory, making it a dynamic force that drives business growth, encourages entrepreneurial spirit, and fosters a culture of innovation.

Kripananda Chidambaram (KC)

Head, Strategy & Key Initiatives

Kripananda Chidambaram is a clarity-driven business strategist, mentor, and founder of multiple ventures focused on empowering MSMEs. He thrives on solving complex problems with first-principles thinking and building purpose-led, scalable systems.

His work spans consulting, SaaS, Process optimization, marketing, and content services—each rooted in value creation. Passionate about transforming businesses and mindsets, **he aims to create lasting impact, not just success.**



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Vice Chairman - World Trade Centre

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Founder & MD
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Ajit Patil

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