

Heads **Up!**

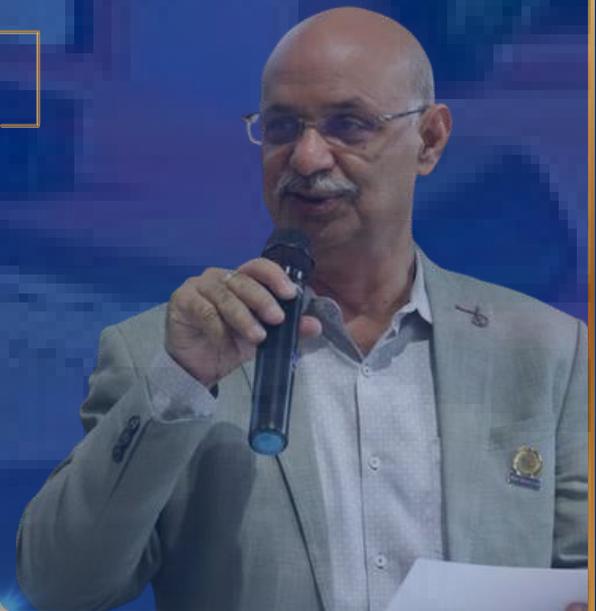
PRODUCTS & SERVICES

You May Need For Your Growth

Growth Enablers

Champions of Sector

INDIAN
BUSINESS
INSPIRATIONAL
STORIES



Vinoo Raina

DEALERSHIP'
DISTRIBUTORSHIP'
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Other Collaboration Opportunities



"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

ACCELERATE CUSTOMER ACQUISITION THROUGH

75+ Exclusive Events & Meetings Annually

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.

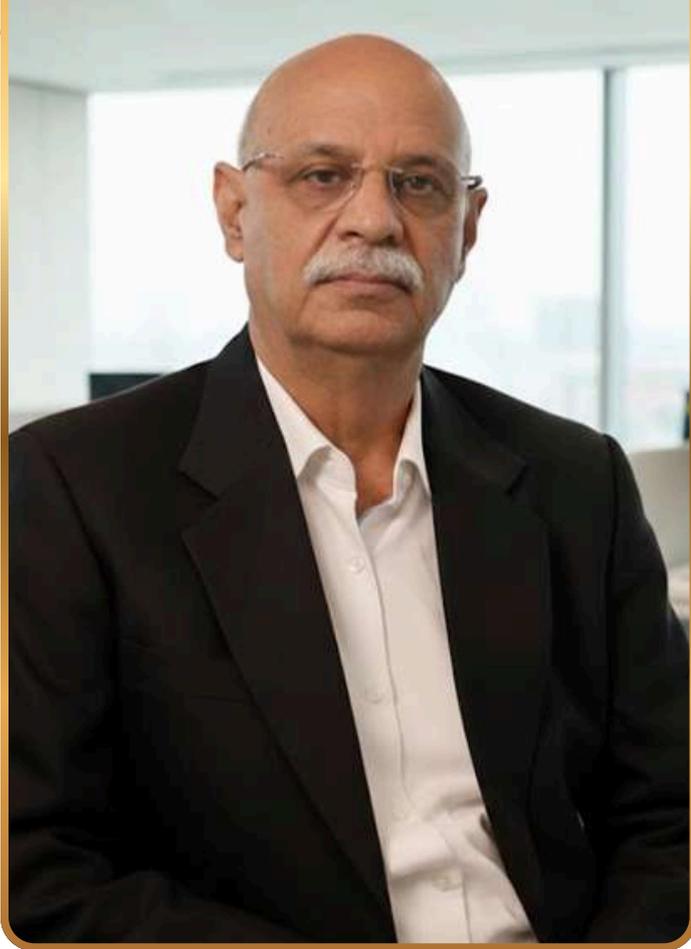
Stories of leaders who came from small towns, or financially poor families, or academically weak, or with physical challenges, or faced unprecedented business challenges and so on. They won against all the odds and are there to **inspire us.**

SHARE YOUR JOURNEY

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



REGISTER YOUR INTEREST



oticon
life-changing technology

Vinoo Raina

Director

OTIC HEARING SOLUTIONS PVT. LTD.

Building a global joint venture in India's hearing care segment, **Vinoo Raina's journey is a testament to resilience, patience, and the courage to build against the odds.**



Vinoo Raina's journey begins in Srinagar, a place he lovingly calls "**World's Heaven.**" Born in **1964**, he grew up in a family where transfers were routine. His childhood moved between Srinagar, Jammu, and Leh.

He was a smart student and did well in sports too.

He originally wanted to pursue finance, but destiny placed him in chemical engineering in Nagpur. In his words, what happens, happens for a reason.

His professional life began with Thermax, Pune, a blue-chip Indian company known for its marketing discipline. From there, he moved to the **Swedish multinational Alfa Laval**, a Fortune **500** engineering giant specialising in plate heat exchangers, refinery systems, dairy plants, and centrifugal separators. Working in hardcore sales across Maharashtra, he learned the realities of fieldwork — pressure, persistence, and **relationship-driven growth**.

But even during those years, one thought never left him — one day, he would build something of his own. Opportunities to migrate abroad were real — his wife, then with GE, had prospects in the US. Still, the couple chose India. The timing proved decisive. The early 1990s were changing the country. Economic reforms opened new doors. Salaries improved. Markets expanded. There was energy in the air. He sensed that India's time was coming.

In the mid-1990s, he moved to Navi Mumbai and started a business with a partner in industrial chemicals. It was practical. It matched his education. They served large companies. It was hard work, but it built confidence.

At the same time, another space caught his attention — hearing healthcare. Back then, the market was tiny, the entire Indian hearing-aid market was barely **₹5 crore** — but he recognised its long-term inevitability. Hearing aids were imported in parts. Awareness was low. The total industry size was just a few crores. But he saw something others didn't. Healthcare needs never disappear. They only wait for awareness.

He began importing hearing aids. Slowly, steadily, the business grew. Then tragedy struck. He lost his partner. Suddenly, the responsibility was his alone. Many would have stepped back. He stepped forward. By 2007, the company had grown significantly. He exited the business after building it to scale. A non-compete followed. But restlessness returned.

In 2008, he entered retail hearing care. Stores were set up across the country. Systems were strengthened. Processes were introduced. Discipline was brought in. Within a few years, the network expanded rapidly.

Yet comfort did not satisfy him.

In 2011, he chose once again to build independently.

Soon after, a global hearing healthcare group approached him for partnership. He did not agree immediately. He was clear. He did not want to remain just a distributor. He wanted structure. Shared ownership. A roadmap. Legal clarity.

Negotiations took time. But patience paid off.

A joint venture was formed. **Step by step, equity was structured.** The partnership became balanced. Responsibility became shared. And Otic Hearing Solutions took shape as a strong Indo-Danish collaboration.

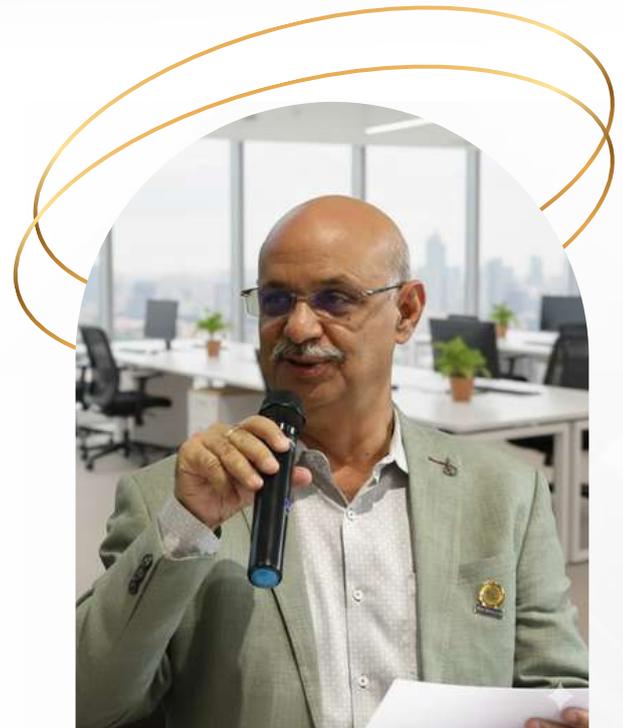
Today, the hearing-aid industry in India has grown to nearly **₹1,800 crore**. Yet, the gap is enormous.

Globally, about **8%** of any population experiences hearing loss. In India, that would mean crores of people. But only a few lakh actively use hearing aids. The difference between need and adoption is massive. It is an opportunity. The company makes about **₹70 crore** in revenue today. It is highly respected for its technology and quality.

And most importantly, its strength comes from its people. Many team members have been with him for over **15 years**. The future looks even more promising.

Hearing aids today are no longer simple sound amplifiers. They are intelligent devices. They adapt automatically to environments.

They reduce background noise. They connect to smartphones. Some upcoming models will monitor health indicators. Artificial intelligence is redefining what hearing support means.



There is also another important reality.

When hearing weakens and remains untreated, the brain receives less stimulation. Over time, this can affect memory, attention, and cognitive sharpness. Early adoption of hearing technology helps keep the brain engaged. It protects quality of life. It preserves dignity.

Social stigma is fading. After COVID, people prioritise living fully. They travel. They invest in comfort. They want clarity in conversations. The hesitation around hearing aids is reducing.

India also produces thousands of trained professionals every year in this field. Increasingly, they are choosing to stay back and build here. The ecosystem is maturing.

Vinoo believes the country will eventually align with global standards. If the company approaches Demant's global market share benchmarks in India, it could scale to ₹400-₹500 crore within the next few years.

The foundation is ready. The team is ready. The technology is ready.

For him, this journey has always been about more than business. It is about resilience. It is about patience. It is about believing in India. It's about staying ahead. It's about being modern and innovative.

This is the story of

Vinoo Raina

OTIC HEARING SOLUTIONS PVT. LTD.

A True Gem of Indian Business.

A journey defined by clarity.
A legacy defined by impact.

TO WATCH FULL STORY



BLL Community Buzz

Building Strategic Wealth Growth Through BLL: Ms. Reeta Soni

When Reeta Soni was looking for safe and well-planned investment opportunities, the Business Leadership League (BLL) connected her with trusted professionals. They focus on disciplined investing and long-term wealth growth. Through a referral from Mr. Prashant Talpade, she helped a respected doctor invest ₹12.5 lakhs in NSE. The investment delivered strong returns and built confidence.

Seeing the transparency and results, more BLL members decided to invest. Mr. Rajesh Idnani, Mr. B.K. Soni, and Mr. M.V. Narayanan invested in structured unlisted share opportunities. With the right guidance and good entry pricing, this created value and strengthened long-term relationships with investors in the BLL ecosystem.

Impact:

- ✓ Strong investment returns and steady wealth creation
- ✓ Access to reliable and well-structured investment opportunities
- ✓ Trusted professional connections through the BLL ecosystem

Building Awareness & Empowerment Through Meaningful Engagement : Dr. Raina Khatri Tandon

When Maneckji Cooper Schools and Charitable Trust sought to raise awareness about child protection and workplace safety, Right2Rise supported them with structured training sessions. They conducted 6 sessions on the POCSO Act 2012 and 3 sessions on the POSH Act 2013, reaching over 500 people, including management, teachers, students, and support staff, across different batches.

A key highlight was that ISO-certified professionals from Right2Rise® also co-facilitated these sessions, helping spread awareness and strengthen a shared culture of safety and responsibility.

Impact

- ✓ 500+ people educated on child protection and workplace safety
- ✓ Stronger awareness and preventive systems in place
- ✓ Professionals trained to lead similar initiatives
- ✓ A safer and more informed learning environment created

Celebrating a Proud Recognition in Our Wellness Journey : Mr. Sebastian Coutinho

MyCellPower has achieved a significant milestone in its entrepreneurial journey by being honoured with the Mahavikas 2026 Award. The award was presented by Anil Diggikar, Additional Chief Secretary, Food, Civil Supplies & Consumer Protection Department, Government of Maharashtra.

This recognition celebrates MyCellPower's continued commitment to advancing wellness through Cellular Nutrition and CPTG® (Certified Pure Therapeutic Grade) Family Essential Oils — guided by purity, science, and time-tested wisdom.

It reflects the trust placed in the organisation's work and strengthens its commitment to delivering holistic wellness solutions that create meaningful impact.

Impact

- ✓ Prestigious recognition for excellence in holistic wellness and innovation
- ✓ Strengthened credibility and trust in Cellular Nutrition and CPTG® essential oil solutions
- ✓ Greater visibility and validation of science-based wellness practices
- ✓ Renewed commitment to delivering impactful, high-quality wellness solutions
- ✓ Stronger motivation to expand reach and serve more communities through holistic health initiatives

Driving Business Growth Through LinkedIn Outreach via BLL Mr. Rishi Gangoly

Through the Business Leadership League (BLL), members have built meaningful connections that have translated into knowledge, collaboration, and real business opportunities. Mr. Rishi Gangoly, founder of WebDudes, led learning sessions on AI tools and strategic LinkedIn outreach. It empowered professionals like Ms. Anu Kapoor and Mr. Venkatachalam Iyer to strengthen their digital networking, while trusted collaborations — including referrals by Ms. Anshul Verma — have generated tangible business outcomes.

Impact

- ✓ Increased business opportunities through strategic LinkedIn outreach
- ✓ Strong referral-based collaborations among members
- ✓ Enhanced confidence in using AI tools and digital prospecting
- ✓ Strengthened collaborative growth within the BLL community

BLL Community Buzz

Delivering Premium Relocation Excellence Through Trusted Referrals: Mr. Manish Agarwal

Mr. Manish Agarwal got the opportunity to serve actress Ms. Soha Ali Khan, successfully managing three of her household relocations while delivering cost savings of approximately **40–45%** compared to leading industry providers. Through a strong commitment to transparency, efficiency, and value-driven planning, each relocation was executed seamlessly — reinforcing trust through consistent service delivery. Her confidence in his work led to a valuable referral to the owner of Midtown Pritam Hotel, resulting in a successful new business partnership. With a **95% success** rate in servicing referrals received through professional networks, his growth continues to be driven by trust, performance, and strong client relationships.

Impact

- ✓ Significant cost savings achieved through efficient relocation planning
- ✓ Repeat service from a high-profile client reflecting strong trust and satisfaction
- ✓ New business partnership secured through referral
- ✓ 95% success rate in converting and serving network-based references
- ✓ Strengthened reputation for transparent, value-driven relocation services

Strengthening Digital Presence Through Strategic Website Development

Mr. Manish Chaurasia

Ervon Technology Pvt. Ltd. successfully designed and developed the complete website for UrbaneTek Insurance Broking Private Limited, led by **CEO & Co-Founder Mr. Swapnil Sampatrao Hasbe**. The platform was built to establish a strong, professional, and performance-driven digital presence — clearly showcasing services, enhancing brand credibility, and delivering a seamless user experience aligned with the company's business vision.

With strategic design, smooth functionality, and structured navigation, the website now strengthens visibility, builds client trust, and supports long-term digital growth in the competitive insurance sector.

Impact

- ✓ Complete end-to-end website design and development delivered
- ✓ Stronger digital presence and professional brand positioning
- ✓ Improved user experience and online engagement
- ✓ Foundation established for scalable digital growth and visibility

Strengthening Professional Presence Through Strategic Collaboration

Mr. Shekhar Agharkar

When Arthtech Consultants Pvt Ltd was looking for a business identity solution, **BIZICARD** — a unit of Gyany Customer Solutions supported them with an advanced digital business identity platform.

With Bizicard's digital business card system, Arthtech Consultants Pvt Ltd could instantly share their profile, contact details, and business information through QR, web link, or NFC.

Networking became simple and efficient. After implementation, one of their clients travelled to **Dubai and used Bizicard** to connect easily. They created strong first impressions and networked smoothly during business meetings.

Impact

- ✓ Successful collaboration delivering a smart digital identity solution
- ✓ Better professional visibility and personal branding
- ✓ Easy and seamless networking experience

Restoring Mobility with Precision and Care Featured in The CXO Times

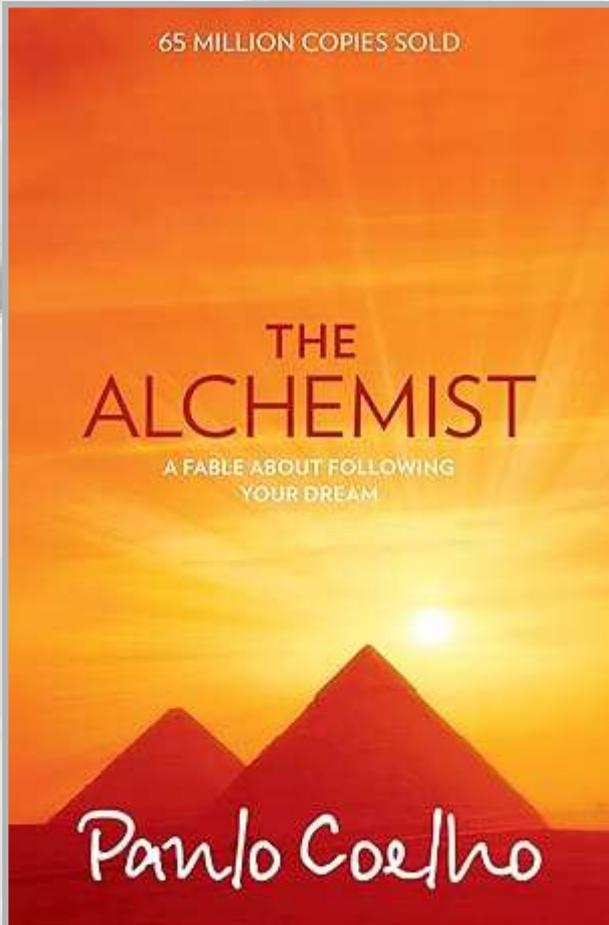
Dr. Akshay Zodge

When individuals facing mobility challenges were seeking advanced orthotic and prosthetic care, Pro Ortho Perfect India Pvt. Ltd., Mumbai, under the leadership of **Dr. Akshay Zodge**, delivered specialised and customised rehabilitation solutions. With a strong patient-first approach and advanced technology, the organisation continues to restore movement, stability, and independence — a commitment recently recognised through its feature in The CXO Times.

Impact

- ✓ Improved mobility and functional independence
- ✓ Advanced customised orthotic and prosthetic solutions
- ✓ Better comfort, posture, and long-term musculoskeletal health
- ✓ Enhanced confidence and quality of life for patients
- ✓ Industry recognition through The CXO Times feature

BibiloBuzz



The Alchemist By Paulo Coelho

Recommended By Dr. Amogha Idnani,
Director - QC Acumen Pvt. Ltd.

Synopsis:

The Alchemist follows Santiago, a shepherd who is guided by a recurring dream to search for hidden treasure. His journey takes him far from home, where he meets mentors who teach him about purpose, courage, and faith.

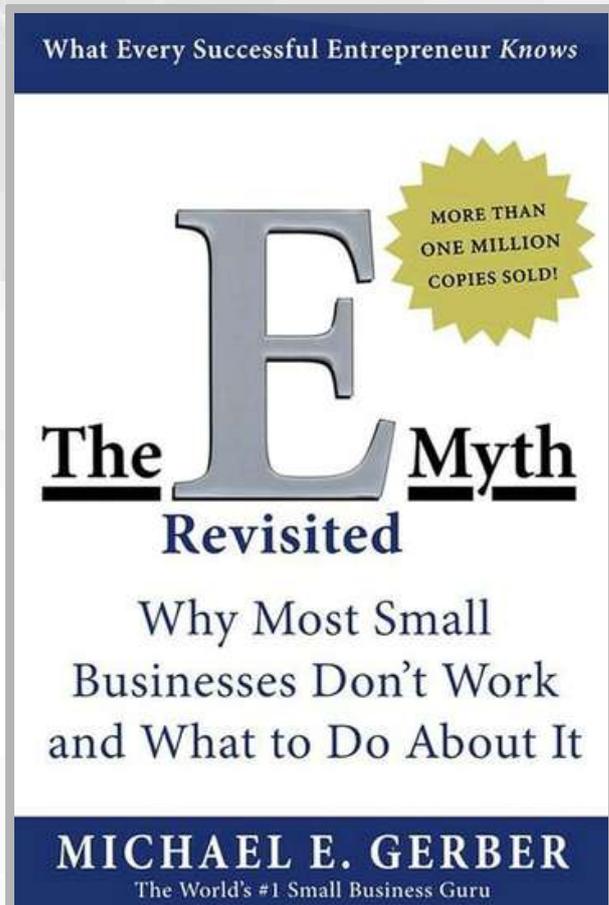
Through uncertainty and challenges, he learns to listen to his heart and understand life's signs. Along the way, the journey changes him more deeply than the destination ever could.

In the end, he realises that true treasure lies in pursuing one's purpose with belief and perseverance.

Business Point of View:

The Alchemist helps business leaders clarify why they are building their business, not just how. It reframes risk and failure as necessary parts of growth, strengthening decision-making under uncertainty.

The book encourages long-term, purpose-led leadership over short-term wins.



E-Myth Revisited By Michael E. Gerber

Recommended by: Mr. Sunil Uplap,
Founder - Shubham Tanks And Liners Pvt. Ltd.

Synopsis:

The E-Myth Revisited explains why many small businesses fail. Not because of poor ideas, but because owners get stuck working in the business instead of on it.

Michael E. Gerber introduces the Entrepreneurial Myth: being good at a skill does not automatically make someone good at running a business.

The book highlights three roles every owner plays—the Technician, Manager, and Entrepreneur—and shows how imbalance leads to burnout.

Its core lesson is to build systems and processes so the business can run consistently without depending on the owner.

Business Point of View:

The book guides business owners in creating scalable, predictable, and sustainable organizations. It subtly shifts the focus from daily operations to system-driven growth.

Sustainable success is achieved through process, not personality.

ScreenBuzz



The Pursuit of Happyness

Director: Gabriele Muccino

Genre: Drama/Melodrama

Star Cast: Will Smith, Jaden Smith, Thandiwe Newton

Year of Release: 15th December, 2006

Where to Watch: Netflix, Amazon Prime Video and Zee5

Synopsis:

The Pursuit of Happyness is based on the true story of Chris Gardner (American Stockbroker) and inspired by his autobiography of the same name. The film follows Gardner, a struggling salesman who loses his life's savings after investing in a product that fails, leading to homelessness. After his wife leaves, he takes sole responsibility for raising his young son.

With no financial safety net and facing constant setbacks, Gardner pursues an unpaid internship that could change his future. The film captures a powerful journey of resilience, sacrifice, and determination, showing how persistence and self-belief can overcome even the most difficult circumstances.

BLL Takeaway:

The movie highlights the importance of resilience and self-belief during difficult times. It shows that leadership often starts with taking responsibility for one's own life, even when circumstances are unfair. Consistency, discipline, and a long-term focus matter more than short-term comfort. Above all, the film reminds us that perseverance, strong values, and clear purpose can lead to success, even with limited resources.



Margin Call

Director: J. C. Chandor

Genre: Financial Thriller | Drama

Star Cast: Kevin Spacey, Paul Bettany, Jeremy Irons, Zachary Quinto, Demi Moore, Stanley Tucci

Year of Release: 21st October, 2011

Where to Watch: Amazon Prime Video

Synopsis:

Set over a tense 24-hour period at a major investment firm, Margin Call follows executives and analysts as they uncover a financial risk that could collapse the organization. What follows is a series of high-stakes decisions made under pressure including choices that protect the firm in the moment while carrying far-reaching consequences.

BLL Takeaway:

The movie highlights the importance of strong leadership during times of crisis. It shows that when there are no perfect options, leaders are judged by how responsibly they act. While data can reveal risks, it is leadership's response that shapes culture, trust, and long-term reputation. The film also reminds us that short-term survival decisions can affect governance and credibility over time. Moreover, a crisis can quickly expose the strength and weakness of systems, values, and leadership alignment.

ECONOMIC DECODER

DID YOU KNOW ?

India is young. Europe is ageing
And that changes how business will flow

A younger population usually means:

- More people are **working**
- More people are **spending money**
- More people are **starting careers and businesses**

An ageing population usually means:

- More people are **retiring**
- More spending on **healthcare and support**
- Fewer people entering the workforce

How we should look at Europe as a market

Europe is not running out of money.
It is running out of **young working people.**

Because of this, Europe increasingly needs:

- Skilled professionals
- Reliable services
- Cost-effective business support
- Long-term partners, not short-term vendors

This is where India fits naturally.

How India can use this age gap
India does not need to compete with Europe head-on.
India can:

- Provide services that ageing economies need
- Support European businesses with talent and execution
- Build long-term business partnerships, not just exports

This age gap creates demand on one side and capacity on the other.

Heads**Up!**

Take

Countries do not grow only because they are rich. They grow because their people are active, working, and building.

India's young population is a long-term business advantage – if used well.

What Can **MSMEs Do** Today?

**YOU DON'T NEED TO GO GLOBAL OVERNIGHT.
START SMALL AND THINK LONG TERM.**

- **Look at Europe as a customer, not a competitor**

Many European businesses need support services, not factories or offices.

- **Focus on services, not products**

Services like IT support, design, accounting, HR, customer support, compliance, and engineering assistance travel easily.

- **Build reliability before scale**

Ageing economies value consistency, process, and trust more than speed.

- **Upskill your team for global work**

Clear communication, documentation, and timelines matter more than fancy presentations.

- **Think partnership, not migration**

You don't need to move people abroad. You can serve Europe from India.

WOMAN IN BUSINESS

Entrepreneurship After Marriage & Motherhood

Marriage and motherhood are often perceived as turning points that slow a woman's professional journey. Yet, for many entrepreneurs, these phases do not signal limitation – they reshape leadership, deepen resilience, and redefine ambition.

In this edition of **HEADS Up**, we speak with two inspiring women entrepreneurs who transformed life transitions into leadership strength. Their journeys challenge conventional narratives and offer clarity for the next generation of women founders.



Ms. Bhavika Choradia

Founder of PLAYOGA

1. How did marriage and motherhood reshape your entrepreneurial journey, and what helped you continue building your career through these life transitions?"

Well, motherhood often tempers the "hustle for the sake of hustle" mentality. When your time is physically capped, you stop overanalyzing low-impact tasks. There is a shift: you move from "How much can I do today?" to "What is the one thing that moves the needle?" The result is a leaner, more profitable business model that respects your time.

Marriage and parenting are masterclasses in negotiation, empathy, and crisis management, and navigating a partnership teaches us to stay focused on goals. Managing a toddler's meltdown at 7:00 AM and a board meeting, personal counselling session with someone in another country, or a stress-management workshop at 10:00 AM builds a level of "battle-hardened" calm that most corporate training cannot match.

Entrepreneurship is exhausting. Before these transitions, the "why" might be personal ambition; afterward, the mission often shifts toward legacy and flexibility.

2. What lessons would you share with women who fear that marriage or motherhood might slow down their entrepreneurial growth

When you have a limited window of time because of school pickups or family commitments, you stop "playing office." You lose the luxury of procrastination. So the lesson is this: motherhood turns you into a productivity ninja. You learn to distinguish between "busy work" and "revenue-generating work" faster than any MBA course could teach you.

3. In a phase often seen as a 'pause' for women, how did you redefine leadership, ambition, and success after marriage or motherhood?

In a competitive world, leadership is often associated with "face time" and dominance. Post-motherhood, however, leadership frequently shifts toward radical efficiency and emotional intelligence. We learn to make high-stakes decisions quickly because our time is no longer an infinite resource. Coming to the second thought, i.e. ambition, it doesn't disappear; it simply gets filtered. We stop trying to be the best at everything and instead focus on being world-class at the 20% of tasks that drive 80% of the results.

Another shift lies in how success is defined: it becomes autonomy—the ability to control your schedule and be present for the moments that matter, without guilt.



Ms. Amogha Idnani Director : Quotient Consultancy

1. How did marriage and motherhood reshape your entrepreneurial journey, and what helped you continue building your career through these life transitions?"

Marriage in fact sowed the seeds of entrepreneurship in terms of being able to maintain work-life balance to start with.

Motherhood gave it more momentum, as whatever little time I had during early motherhood, I had to optimise to the fullest. Motherhood gave me more energy to overcome the challenges in business within the little time I had. In spite of all odds, motherhood gave me the boost to strive to be better, as I wanted my children to look up to me and be proud.

The basic instinct to always be independent, self-sufficient, and have an identity of my own helped me build a career through these life transitions. Of course, my family support also played a vital role in my entrepreneurial journey.

2. What lessons would you share with women who fear that marriage or motherhood might slow down their entrepreneurial growth?

Women who fear that marriage or motherhood might slow down their entrepreneurial growth should believe in themselves, their potential, and their capabilities.

Secondly, women should not forget that marriage and motherhood themselves are associated with multitasking, which is one of the toughest roles to play. These qualities are important for successful businesses.

In life transitions, phases of listlessness or depression may arise, but what truly matters is allowing optimism to rise above them all.

We as women have that resilience and emotional intelligence that go a long way in building successful businesses.

3 In a phase often seen as a 'pause' for women, how did you redefine leadership, ambition, and success after marriage or motherhood?

I felt that the experiences I gained as a married woman and mother, and how I transformed them into strengths, should be shared with others who are navigating similar milestones.

I created a team of women who wanted to pursue their careers after marriage or maternity. They were smart, intelligent women who couldn't take up rigorous jobs due to challenges at home, yet still wanted independence and intellectual enrichment.

I nurtured individual intrapreneurs by helping them set aspirational yet achievable goals and experience early success. This strengthened their self-confidence, inspired them to dream bigger, and created a clear path for their growth.

Today, I am proud to stand with this women-driven team who, through every high and low, have remained united with me for over two decades to take our journey to the next level.

The true power lies in a never-give-up attitude, persistence, and the Shakti within. When a woman nurtures this strength, no challenge is insurmountable, because where there is a will, there is always a way.

Why Buying is Always

Emotional Decision

Kripananda Chidambaram

Head- Strategy and Key Initiatives, BLL
+91 9833538668 | kc@bll.org.in

Let's be honest with ourselves.

We like to believe that we buy logically. We say we compare options, evaluate ROI, study features, and then make a rational decision.

But that's not how buying actually happens.

In reality, we buy emotionally—and later explain it logically.

This is true whether you're buying a ₹500 product or signing a ₹5 crore contract.

The Decision Happens Before the Spreadsheet

Think about the last serious purchase you made.

At some point, you just felt:

"Okay, this makes sense."

"I'm comfortable with this."

"I trust this person."

Only after that did the calculators come out.

The mind likes to believe it is in control, but the truth is, the decision is already made emotionally. Logic simply steps in to support it.

That's why two vendors with almost identical offerings can have very different outcomes. One feels right. The other doesn't.

People Don't Buy Products. They Buy Relief.

No one wakes up excited to buy software, machinery, or consulting.

What they really want is:

- fewer problems,
- less confusion,
- more control,
- better sleep at night.

A business owner buying a system is not buying features; he's buying relief from daily chaos.

A founder hiring a consultant is not buying advice; she's buying confidence that she's moving in the right direction.

Buying is emotional because problems are emotional.

Why Logic Alone Doesn't Close Deals

Many businesses struggle with sales because they speak only one language: logic.

They talk about:

- features,
- dashboards,
- efficiency,
- numbers.

All important. But incomplete.

Logic can inform.

Logic can reassure.

But logic doesn't move people.

Emotion creates movement.

When a buyer feels understood, decision-making speeds up. When they don't, everything slows down, even if the product is good.

Trust Is the Real Currency

In most buying situations, the customer doesn't fully understand everything. So what do they rely on?

Trust.

Do I trust this person?

Do they understand my world?

Do they feel stable and clear?

When trust is high, price becomes secondary.

When trust is low, even a discount feels expensive.

That's why some businesses sell at a premium with ease, while others keep negotiating endlessly.

"It's Too Expensive" Is Rarely About Money

When someone says, "This is expensive," what they usually mean is:

"I'm not fully convinced yet."

They're not rejecting the price.

They're expressing uncertainty.

When confidence increases, price resistance reduces.

People don't mind paying more when they feel safe.

What This Means for You as a Business Owner

If you want better sales, don't start by improving your pitch. Start by improving how the customer feels. When you align with the emotional side of buying, selling stops feeling like selling. It starts feeling like helping someone make a clear decision.

Artificial Intelligence

**is no longer optional curiosity
it is a strategic choice**

Aiyappan

Founder & CEO, Congruent Services

+91 9223276236 | aiyappan@congruentservices.in

Know AI OR No AI?

To adopt **Artificial Intelligence (AI)** or not - this is a fundamental question every business owner or enterprise is seized of today. Before debating its merits or demerits it is important to frame this question within the context of ones business goals. Does this new tool help enhance business topline and/or bottomline. It is understood in general that, whatever the technology, the business objectives ultimately drive decisions on its use. **This is applicable in the case of AI too.**

AI is no more a futuristic concept but is quietly becoming the invisible engine powering everyday life— search engines, customer service chatbots, software coding and testing, fraud detection systems, healthcare diagnostics, intelligent automation among many others. Yet AI is no panacea. Human involvement is key to ensure coherent, sensible and successful business outcomes.

Like every new technology that is introduced, there is always hype accompanying substance. This necessitates organizations and individuals to develop a critical awareness of what AI can do, where it adds value, and where its limitations lie. An understanding of AI is required to ask the right questions, make informed decisions, and recognize opportunities to improve productivity, customer experience, profitability or innovation by uncovering insights hidden within large volumes of data.

The journey towards AI adoption must factor key inherent challenges related to privacy, bias, explainability, hallucinations and cybersecurity. Robust governance is a pre-requisite to avoid such pitfalls and to ensure that AI strategy and implementation is driven by ethical considerations, data protection policies as well as baking in appropriate guardrails and security. This prevents sensitive and confidential data from leaving an organization, while leveraging AI tools.

Digital literacy with AI skills are an essential combination for individuals to understand how it impacts their industry and position themselves to ensure continuing relevance. Given that intelligent systems are being deeply embedded in every sector, from manufacturing to retail, and healthcare to finance, it helps them learn to collaborate with intelligent systems to enhance productivity and innovation.

AI is a powerful tool and its capabilities must be leveraged judiciously. Adoption must be a conscious decision taken after weighing the business benefits rather than out of fear or “peer pressure”. AI outcomes depend on the quality of training data and it is imperative that enterprise-wide implementations factor this requirement to ensure reliable outcomes. Aligning AI initiatives with clear business goals and measurable outcomes is the recommended approach for successful implementation.

Those who shut their eyes to the world of AI do so at their own risk. They may not even be in a position to react to the inevitable AI-driven business impacting changes in their industry. In the emerging global scenario, organizations that choose to “Know AI” will be better placed to ride the wave, as AI penetrates their industry.

Transforming Dreams into Reality

How CMEGP is Reshaping Maharashtra's Entrepreneurial Landscape

Venkatachalam Iyer

Founder & Director at BRIDGEEASY CONSULTANT LLP
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MCCIA News Article

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?



Strong brands don't shout louder;

they narrate better

Sidharth Ganguly

Proprietor & Principal Creative at Uriel Design
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The Power of Storytelling in Branding

Visibility gets you noticed. Storytelling gets you remembered.

Every business has a story.

The problem is, most don't really know what theirs is.

Over the years, I've noticed something interesting. Brands don't fail because they lack ambition, budgets, or even good products. They fail because their story gets diluted. Or worse, borrowed. When that happens, growth plateaus. Visibility drops. Relevance slowly fades.

I often ask founders one simple question: "What do you want people to remember you for when you're not in the room?"

The pause that follows usually says everything.

Branding is not decoration

There's a common misconception that branding is about design, digital campaigns, taglines, or beautifully produced brand films. It's not. Branding is about clarity.

When a brand knows who it is, what it stands for, and why it exists beyond profit, decisions become easier. Communication becomes consistent. And customers feel it, even if they can't always articulate it.

Coca-Cola has never really sold a drink. It has sold optimism and shared happiness. **"Umeedon wali dhoop, sunshine wali aasha"** and **"Piyo Sar Utha Ke"** weren't campaigns. They were expressions of who the brand has always been.



Why some brands grow exponentially

Brands that grow, grow because they don't repeat 10 things repeatedly, rather they repeat ONE story 10 times. Intentionally, Consistently.

Take Apple for instance. From its **"Think Different"** philosophy to its current product launches, the core idea has remained unchanged. Creativity. Simplicity. Human-centred. From its products to its packaging to the in-store experience, the story has always been the same. The technology evolved, the touchpoints multiplied, but the belief never changed. That consistency is what built trust and made Apple not just visible, but unmistakable.



Notion is another great example. In a crowded B2B SaaS market, it told a simple, human story. One workspace that adapts to how people think and work. That clarity showed up in the product and the language. Growth followed through belief and word of mouth, not noise. Consistency is what didn't just help scale, but amplified it.



*People do not buy goods and services
they buy relations, stories and magic*

-Seth Godin

The most meaningful brand stories aren't written overnight. They're built through behaviour.

Does the brand deliver on its promise?

Does it stay honest when it's inconvenient?

Does it evolve without losing its core?

The most meaningful brand stories aren't written overnight. They're built through behaviour. Amul didn't become iconic through campaigns alone. It earned its place by consistently responding to the world with intelligence, empathy, and a point of view. Over time, that behaviour became the story.

Their story wasn't written in ads. It was written in everyday interactions. That's when it struck me. Good storytelling isn't about being loud. It's about being remembered.



A quiet reminder

Maybe storytelling isn't about creating something new after all. Maybe it's about going back to what was always there. Being clear about who you are, honest about what you stand for, and consistent in how you show up over time.

When brands do that, they stop chasing attention and start building meaning. And somewhere along the way, without trying too hard, they become the ones we remember.



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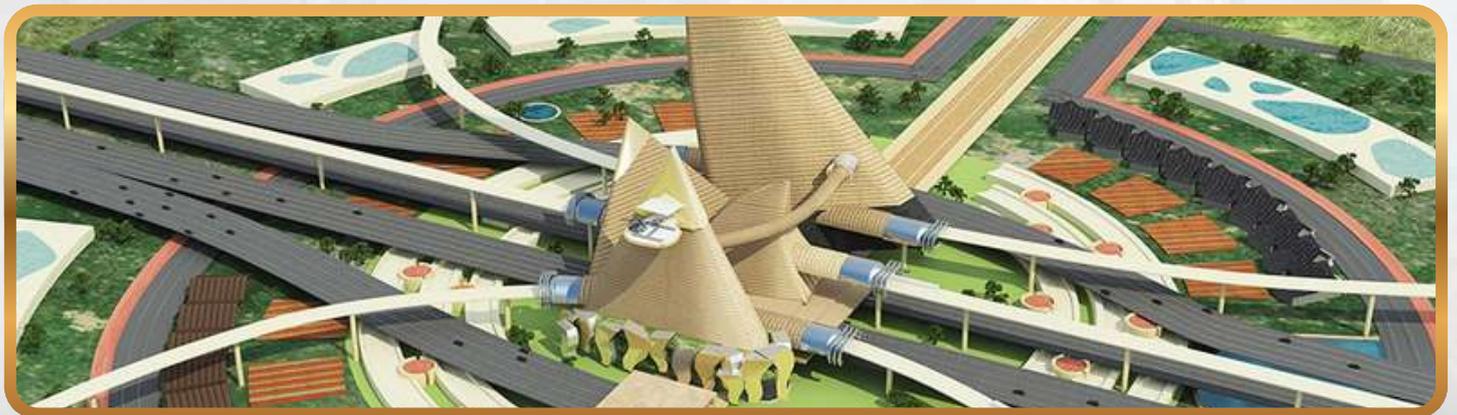
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Subham Chatterjee

Associate Partner
ALMT LEGAL

For more Info



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CORPORATE LAW

Legal advise to start ups and corporates on legal aspects of their business and advising on mergers and acquisitions, collaborations, joint ventures, FDI transactions, main board and SME IPOs

Team of nearly **100 lawyers with 25 years of proven excellence with specialisation in corporate, litigation, real estate, capital markets, maritime and arbitration.**

Key Offerings

- **Corporate and Commercial laws advisory,**
- **Mergers and Acquisitions,**
- **Capital Markets and Securities Laws advisory,**
- **Commercial litigation and arbitration,**
- **Banking and Finance**

+91 9881471441

www.almlegal.com

chatterjeess024@gmail.com



MSME KONEKT

ONE-STOP BUSINESS CONSULTING FOR MSMEs



Sandil Kumar Nadar

Founder
MSME Konekt

For more Info



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Professional Business & Compliance Services

MSME Konekt is a one-stop consulting firm offering end-to-end support across certifications, licences, compliances, government schemes, subsidies, and MSME financing.

With 15+ years of experience, we support MSMEs through accurate registrations, tender readiness, quality certifications, and financial facilitation.

As a Certified Facilitator with the Ministry of **MSME, Government of India**, we hand-hold businesses from registration to execution, ensuring compliance and timely delivery.

We work with manufacturing units, service providers, government contractors, and **MSMEs to keep them compliant, competitive, and growth-ready.**

Key Services :

- MSME (Udyam) & NSIC Registration
- GeM & Vendor Registration
- ISO, ZED, BIS & Lean Manufacturing Certifications
- NAPS & NATS Schemes
- Startup India Registration
- PF, ESIC & Labour Law Consultancy
- POSH Training
- MSME Loans
- Government Schemes & Subsidy Advisory

Vision : To be a trusted partner for MSME certifications, compliances, and sustainable growth.



+91 98923 33288



www.msmeconnect.in



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Mr. G. Pradhan

Managing Director
Pradhan Relocations Pvt Ltd

For more Info



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IT IS A RELOCATIONS SERVICE PROVIDER COMPANY

SUPPLIERS :-

Transporter, cartoon box - corrugated roll manufacturer

CUSTOMERS/BUYERS:-

corporates, all individuals who are looking for movers & packers

Domestic & international relocations household goods, automobile relocations, industrial packing, fine art logistic, etc

Vision-

To be the most trusted and customer-centric relocation partner, delivering safe, seamless, and innovative moving experiences across every destination we serve.

Established in 1999 (formerly Perfect Packers & Movers) and rebranded in 2014 as Pradhan Relocation Pvt. Ltd., we bring over 25 years of hands-on experience in providing specialized, end-to-end mobility and logistics services to individuals, families, and corporates — both in India and globally.



+ 91 76850 08500



www.pradhanrelo.com



pradhan@pradhanrelo.com

DESIGN THAT INSPIRES. VALUATION THAT EMPOWERS.



Amita V. Kulkarni

Founder Director
Fellow of the Indian Institute of
Architects & IBBI Registered Valuer

For more Info



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Registered Architect with COA, Associate member of IIA
Government registered IBBI Valuer, (Land and Building) Valuer under Wealth tax 1957 34 AB I bring decades of experience in design and build, spanning projects of diverse types and scales. My work reflects a dedication to excellence, delivering tailored, innovative, and sustainable solutions.

Mission- To deliver precise, compliant, and unbiased valuation services backed by professional expertise, regulatory standards, and ethical integrity.

Vision- To be a trusted leader in architecture and valuation, creating sustainable spaces and delivering accurate, transparent, and credible valuations that empower individuals, businesses, and communities to make confident decisions.

- Architectural & Design Services**
- Government-Registered Valuation Services**
- Technical & Compliance Services**
- Specialized Consulting**



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kulkarniamita9@gmail.com



WE PROVIDE BEST N LATEST ELECTRICAL SAFETY PRODUCT, WHO CAN PROTECT YOUR FACTORY AND HOME/OFFICE ALSO.



Gopal Mohanty

Director
GNM EntechIndia Pvt. Ltd.

For more Info



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Electrical Control Panel Board Manufacturer

Control Panel Board (LT)

Servicing (LT)

Manufactured by: Brand name G&M

MCC Panel,

PCC Panel

Fire Panel,

Changeover Panel

ATS Panel,

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All types of LT & Power Factor (PF) Solutions Available.

Electrical Project Consulting / Consultancy.

Socket Type Dist. Panel (Indoor IP52/Outdoor Ip65)

(Residential, Commercial, For using Industrial,

Construction, Site Busbar Distribution Box For Buildings

Electrical Safety Audit provider Factory, Industries)

We also repair / modify all type of LT Panels

Provide customize electrical Distribution board, electrical safety audit as per government routine, electrical AMC of hospital, IT center, corporate building etc. and any more..



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www.gmecindia.com



entechindia.pl@gmecindia.com



HEALTH IS FOUNDATION OF WEALTH



Pradhya Raote

Distributor
Forever Living Products

For more Info



scan The QR Code!

Forever Living's mission is to create a profitable environment where anyone can, with dignity, become what they desire — guided by integrity, empathy, and joy. The company seeks to cultivate passion and belief in its products and industry, to foster continuous learning, balance, and courage in leadership — supporting its global community of distributors.

Mission:

Forever Living Products is a global wellness and beauty company founded in 1978, known for its premium Aloe Vera-based nutrition, skincare, and personal care products. With a unique "plant to product" approach, the company oversees everything from Aloe cultivation to manufacturing, delivering natural, high-quality solutions across 160+ countries.

Vision / Purpose:

From its founding in 1978, Forever Living has aimed to harness nature's best — primarily from Aloe Vera — to help people "look better, feel better." With a commitment to quality, purity and holistic wellness, the company strives to deliver natural health, beauty and personal-care products worldwide.

- Skincare Beauty Product
- Personal Care Solutions
- Natural Nutritions

+91 99309 53307

pradhyaRaote60@gmail.com

www.foreverliving.com



WE ARE SPECIALIST LAW FIRM PRACTICING IN THE FIELD OF BANKING, INSURANCE, FINANCE WITH REGARDS TO LOAN DISPUTES, FINANCIAL FRAUDS AND LEGAL COMPLIANCES



Sandeep Sheregar

Founder Partner
Bharat Legal Tech

For more Info



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Corporate Legal Services

Experienced legal practitioner with over 25 years in consulting and law, specialising in real estate, banking & finance, insurance, and civil-criminal litigation. Known for expertise in property law, title diligence, redevelopment advisory, documentation, and regulatory compliance. Also, a Government Registered IPR Attorney. Actively publishes legal awareness content, especially on real-estate compliance, and is listed across major legal directories and court platforms in Mumbai and Raigad—reflecting a broad advisory and litigation footprint.

We protect the companies, Businesses and Entrepreneurs from getting on the wrong side of Law.

We can do free of cost assessment of their business for pending or neglected legal compliances

All those companies and Businesses who borrower loans and also those companies who are handling with big time clients personal and business data

+91 81081 16885

www.bharatlegaltech.com

sandeepsheregar@bharatlegaltech.com



SPECIALIST HR CONSULTING FIRM EMPOWERING MSMEs THROUGH STRATEGIC & PEOPLE-FOCUSED HR SOLUTIONS



Roshan Dsouza

Founder
Manobal HR Services

For more Info



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Manobal HR Services

Manobal HR Services is a premier HR consulting firm committed to empowering Micro, Small & Medium Enterprises (**MSMEs**) through strategic, data-driven, and people-centric HR solutions.

We partner with organizations to unlock human potential, drive productivity, and build sustainable growth by aligning HR strategies with business goals.

Core Services :

- **HR Strategy & Planning**

Designing HR blueprints aligned with business vision and performance goals.

- **Talent Acquisition**

Scientific, structured recruitment methodologies to attract and retain the right talent.

- **Performance Management & Succession Planning**

Using KPIs, OKRs, Balanced Scorecards & 360° Feedback to identify and grow future leaders.

- **Training & Development**

Customized learning programs using the ADDIE Model for impactful skill building.

- **Psychometric Assessments**

Data-backed tools for hiring, development, and leadership decisions.

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TRUSTED IT OUTSOURCING PARTNER DELIVERING SCALABLE CLOUD, CRM, AND ENTERPRISE SOLUTIONS



Mohammed Talib

Director
Trinumics Technology Pvt. Ltd.

For more Info



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Trinumics Technology is an IT services and outsourcing company delivering customized **CRM, cloud, and application development solutions**. We support enterprises across pharma and logistics industries with secure, scalable, and compliant technology services, helping organizations streamline operations, improve efficiency, and achieve sustainable digital growth.

Our key suppliers and technology partners include global providers such as **Microsoft and Amazon Web Services (AWS)** for cloud and software platforms, along with **Dell Technologies, Intel, and AMD for enterprise hardware and infrastructure solutions**. We also collaborate with authorized local distributors and service partners as per project requirements.

Trinumics Technology **offers customized CRM and application development, cloud solutions, and end-to-end IT outsourcing services**. We specialise in building secure, scalable platforms for pharmaceutical and logistics enterprises, including workflow automation, system integration, data management, and cloud deployment. Our solutions enhance operational efficiency, ensure compliance, improve visibility, and support long-term digital transformation through reliable and future-ready technology services.

Vision : vision is to become a trusted global IT partner by collaborating with leading platforms such as Microsoft and AWS.

+91 97691 13177



www.trinomicstechnology.in



talib@trinomicstechnology.in



MAKING SEATING MORE COMFORTABLE AND COST FRIENDLY



Heena Satra

Director
Canvascubicle Pvt. Ltd.

For more Info



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Manufacturers and importers of office furniture with a warehouse in bhiwandi and Andheri, and a setup of manufacturing at Andheri sakinaka. With a combine experience of **25 plus years** we are masters of manufacturing **office chairs cafe chairs lounge chairs and barstools.**

We design and deliver **high-quality office furniture** that blends comfort, functionality, and style, helping businesses create productive, inspiring workspaces built for today and tomorrow

We specialise in designing and manufacturing **high-quality office chairs that combine ergonomic innovation, durable materials, and modern aesthetics.** Our key offerings include adjustable task chairs, executive seating, and customised solutions engineered for comfort, posture support, and long-lasting performance. With a focus on quality control, sustainability, and user-centric design, we help businesses create healthier, more productive work environments through reliable and stylish seating solutions.

Vision : To be able to sell cost effective solution for office chairs across globe.

+91 98206 69901

www.canvascubicle.com

heenasatra1234@gmail.com



PURPOSEFUL TRAVEL SOLUTIONS THAT EMPOWER BUSINESSES TO THRIVE WITH STRATEGY, COMFORT, AND INNOVATION.



Shweta Sardeshpande

Director
Incomeet Travel Services LLP

For more Info



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Providing Travel services to corporates. Airtickets, visa, hotel accommodation, transportation, sightseeing etc. for domestic as well as international sector.

Incomeet delivers comprehensive corporate travel management designed to empower businesses. **Our offerings** include streamlined booking, tailored itineraries, and smart expense tracking. We **specialize** in meetings and incentive programs that inspire teams, as well as curated leisure travel for professionals. **With a blend of technology and personalized service, we optimize costs, ensure comfort, and provide sustainable travel solutions — making every journey purposeful and strategic.**

Vision - To redefine corporate travel as a purposeful journey that empowers people and organizations to thrive globally.

Mission - To make travel seamless, strategic, and inspiring. Corporate travel is often seen as a necessity, but we view it as a competitive advantage. By removing friction, optimizing costs, and ensuring comfort, we help companies focus on what truly matters — their business goals.

+91 93561 23062

www.incomeet.com

shweta@incomeet.com

AI-POWERED & CYBERSECURE DIGITAL TRANSFORMATION PARTNER



Aiyappan

Founder & CEO
Congruent Services

For more Info



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Driving Business Growth — Where Strategy Meets Execution

Congruent Services is a trusted digital transformation advisory and execution partner delivering AI-powered, cybersecure digitalization solutions for sustainable business growth.

We believe transformation succeeds when complexity is simplified at its foundation. As a sector- and domain-agnostic organization, we work closely with leadership teams to improve business and operations performance by identifying, implementing, and embedding the right technology solutions.

Our engagement spans strategy, execution, and adoption — ensuring measurable and lasting impact.

Core Services

Project-based or **Virtual / Fractional CTO, CIO, PDO Services**

- **Business & Operations Transformation — Simplifying complexity and enabling scalable growth**
- **Technology Enablement — Digitalization aligned with strategic business goals & processes**
- **End-to-End Execution — From strategy to implementation and adoption with measurable outcomes**
- **Governance-Ready Solutions - Compliance, certification, capability-building and training, data protection and privacy**

Mission

To enable organizations to achieve sustainable growth by simplifying complexity, implementing secure and intelligent digital solutions, and ensuring technology adoption delivers measurable business value, be it **enhanced customer focus, efficiency, productivity, profitability or empowered teams.**



EXPERIENCE IN PHARMACEUTICAL INDUSTRIES



Jagdish Parikh

Founder & MD
Bimal Pharma Pvt. Ltd.

For more Info



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Established in 1989, as a small Proprietorship Company, **M/s. Bimal Pharma Chem** and then, after **13 Years** converted into a **Private Limited company in the Year 2002** and now, it is **ISO 9001 : 2015 (by UKAS, UK) Certified** and **AEO TI Certified by International Customs Certification (WCO, SAFE Framework)** and now, enjoying **35th Successful Year**. Engaged in Contract Manufacturing, Imports and Exports of Highly Pure Fine Chemicals related to Food, Pharma & Cosmetic industries and also as per International Standards of **LR / AR / ACS / BP / EP / USP / JP**, since last 35 years. Also engaged in Manufacturing of Natural Cosmetic Beauty Products, from **100% Active Natural Ingredients, Based on Agriculture Produce, Neem Seeds Oil, 100% Pure.**

Vision : To become a Respected company and to be constantly valued by our **customers / Partners / Associates in Pharma, Food and Cosmetic fields**, for supplying the **"Better"** than the **"Best"** Quality product, consistently with as low **"Impurities Profile"** as possible. All Heavy Metals, to be **BLQ (Below Limits of Quantification)** as endorsed by independent professional Testing Lab.

We **Strive** to provide a working environment where **best people want to work.**

Throughout the World, we connect our partners & Associates & Suppliers by providing the most effective Industry channel.

Mission : To Apply Scientific and Professional approach to **each and every aspect of Manufacturing and Supplies / Shipments.**

CONNECTING MSMEs ONLINE TO BUILD STRONG BUSINESSES WITH THE RIGHT CONNECTIONS

MSME DIRECT LLP



Sucheta Shah

Partner
MSME Direct LLP

For more Info



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NMSME Direct LLP is a digital platform designed to connect MSMEs who want to buy or sell products and services across industries and regions.

The platform enables **MSMEs to connect with verified manufacturers, traders, and service providers while protecting business identity.** They help enterprises explore opportunities with confidence. Its strong search engine covers multiple sectors and geographies, **enabling informed and right business decisions.**

What We Offer :

MSME Marketplace

- Products & Services listings
- Classifieds for MSMEs
- Secure Business Connections
- Verified Manufacturer, Trader & Service Provider network
- Identity-protected engagement

Recognising challenges such as marketing, branding, fundraising, technology, and human resources, **NMSME Direct aims to simplify processes and provide cost-effective solutions for MSME growth.**

Vision

To facilitate social and economic growth by increasing opportunities for MSMEs.

Mission

To provide information on products and services offered by MSMEs, enabling them to connect rightly and take informed business decisions.

+91 91673 03233

www.msmedirect.com

msmedirect@gmail.com

SPECIALIST CORPORATE & LEGAL ADVISORY FIRM STRATEGY & FINANCIAL EXCELLENCE



Dipti Patel

Proprietor
Dipti Patel & Associates

For more Info



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Dipti Patel & Associates is a professional Company Secretary and advisory firm providing end-to-end corporate, legal, and financial solutions for businesses and individuals across India and international markets, including Dubai.

We help organizations ensure smooth compliance, structured growth, and long-term success through expert guidance, strategic planning, and reliable execution

CORE SERVICES IN INDIA

- We provide end-to-end ROC/MCA, Companies Act, FEMA, and NCLT compliance services
- Financial Consultancy (including NPA companies), we deliver accurate, compliant, and reliable financial solutions tailored to each client's needs
- We assist companies and investors with end-to-end IPO process, Pre-IPO opportunities, enabling structured growth and long-term wealth creation with a right valuation

CORE SERVICES IN DUBAI

- Freezone and mainland company set up and bank account opening assistance
- VAT and corporate tax advisory
- CFO services and other financial advisory

VISION:

To be a trusted and leading professional services firm in India and globally, recognized for integrity, excellence, and innovative solutions that empower businesses to grow sustainably and compliantly.

+91 70581 37974

csdipti.patel@gmail.com



IT INFRASTRUCTURE & HARDWARE SOLUTIONS PROVIDER RELIABLE, SCALABLE & PERFORMANCE-DRIVEN TECHNOLOGY



Dilip Mahato

Proprietor
Vision India IT Solutions

For more Info



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Vision India IT Solutions is a trusted IT hardware and network service provider and a recognized Lenovo Business Partner.

We deliver end-to-end IT infrastructure solutions, including sales, installation, maintenance, and technical support for businesses of all sizes.

Our focus is to help organizations operate efficiently through reliable technology, expert support, and customized IT solutions

CORE SERVICES

- Lenovo Laptops — ThinkPad, IdeaPad
- Lenovo Desktops — ThinkCentre
- High-Performance Workstations
- Firewall & Network Security Solutions
- Microsoft Solutions & Licensing
- Printers & IT Peripherals
- Server Installation & Management
- Wi-Fi & Networking Setup

MISSION:

To empower organizations with cutting-edge IT solutions that drive measurable performance, efficiency, and business growth

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SPIRITUAL TOURS & ADVENTURE TRAILS CURATOR GUIDED WITH CARE | PACED WITH COMPASSION | ROOTED IN SPIRITUALITY



Lalit Kashwa

Founder Director
Vasuki Trails LLP

For more Info



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Vasuki Trails LLP Kalpana se Kailash tak, The Ultimate Dharma Yatra, Vasuki Trails curates' meaningful spiritual journeys and adventure trails designed to create transformative experiences for seekers, pilgrims, and explorers. Each journey is thoughtfully planned with devotion, safety, and comfort — blending spiritual depth with guided travel support for a truly enriching experience

CORE SERVICES

- Curated Spiritual Yatra Planning & Execution
- Shri Kailash Mansarovar Tirth Yatra (End-to-End Support)
- Sarva Pitru Shanti – Muktinath
- The Ultimate Ramayana Trail
- Divine Swaminarayan Trail
- Guided Spiritual Tours Across Sacred Destinations
- Adventure Trails with Spiritual Immersion
- Group Yatra Management & Travel Coordination
- Pilgrim Assistance, Safety & On-Ground Support
- Customized Spiritual Travel Experiences

VISION:

To curate spiritual journeys that create lasting blessings and meaningful impact for present and future generations

+91 7506675599 www.vasukitrails.com info@vasukitrail.com



Shobha Hiranandani

Marketing
Interedwise Education Pvt Ltd

For more Info



scan The QR Code!

Interedwise Education Pvt. Ltd.

Interedwise Education Pvt Ltd established in **2005** is a leading overseas education consultancy committed to guiding students toward successful international careers. We provide **end-to-end** support for students aspiring to study abroad in countries like the **USA, UK, Canada, New Zealand, Australia, Ireland and Europe.**

Core Services

- Career counseling and university selection
- Admission application processing
- SOP, LOR & documentation support
- IELTS/ TOEFL / GRE / GMAT / SAT guidance
- Language training
- Student visa assistance
- Pre-departure and post-landing support

VISION:

To empower students with global education opportunities and help them become confident, successful global professionals.

Mission:

To deliver ethical, transparent, and student-focused overseas education services that simplify the journey from aspiration to international achievement.



Hemlata Ghadiali

Proprietor
Kavachanam Safety

For more Info



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A Product of Vrushti Creation

Kavachanam Safety manufactures high-performance industrial safety uniforms designed to protect workers operating in high-risk environments. Built with advanced fabric engineering and real-world industrial insights, our protective workwear ensures safety, comfort, durability, and performance across the toughest working conditions. At **Kavachanam**, we don't just make uniforms — we create protective armor for India's industrial workforce.

CORE SERVICES

- Industrial Boiler Suits
- Flame Resistant (FR) & IFR Coveralls
- Safety Suits & Overalls
- Fireproof Jackets
- High-Visibility Safety Wear
- Industrial Protective Uniforms

Industries Served

- Oil & Gas
- Marine & Offshore
- Mining
- Petrochemicals
- Steel & Metal Industry
- Defence

VISION:

To become the global shield of protection for industrial workers ensuring no job is too dangerous when Kavachanam Safety stands behind them

Esteemed Guest Speakers



Mr. Eddy Wardoyo
Hon. Consul General of
the Republic of
Indonesia - Mumbai



Mr. Anant Singhania
CEO, J K Enterprises,
JK Group of
Companies



Dr. Niranjana Hiranandani
Founder & MD,
Hiranandani Group



Mr. Samir Somaiya
Chairman & MD
The Godavari Biorefineries
President, Somaiya Vidyavihar



Mr. Gulshan Bakhtiani
Founder & Director,
Wellness Forever Medicare



Dr. Mukesh Batra
Founder
Dr Batra's Healthcare



Mr. CK Ranganathan
Founder & Chairman,
CavinKare



Mr. Rajiv Podar
Chairman & MD,
Podar Group



Mr. Shrikant Badve
Managing Director
Belrise Industries



Mr. Narendra Goliya
Managing Director
Rishabh Instruments Pvt. Ltd.



Prof. Ashok Jhunjunwala
IIT Madras
Research Park



Community Partners



AMBAD INDUSTRIES & MANUFACTURERS' ASSOCIATION



BBN GLOBAL



IITM
INCUBATION
CELL



IITM
research
park



TEPA
TAMIL ENTREPRENEURS



tajurba
LEAD. LEARN. CONNECT



e-growth
exponential growth



YOUNG
ENTREPRENEURS
FEDERATION



TIIA
Since 1978



WEDO
WOMEN ENTREPRENEURSHIP
DEVELOPMENT ORGANISATION



Giving visibility to your business

PRIMARY MEMBERSHIP:

*Build Trust. Build Visibility.
Build Business.*

Become a Member Today

RELATIONSHIP-BUILDING AND CLIENT ACQUISITION

If relationship building and client acquisition are your priorities, then becoming a **Primary League Member is your next step.**

We've built a system that helps you:



Show up consistently



Be seen and trusted



Receive referrals & grow your business

Join the League. We'll enable that to happen for you.

WHO THIS IS FOR

Primary Membership is meant for:

- Early-stage founders and growing businesses
- Service providers, manufacturers, traders, consultants
- Business owners looking for steady leads, referrals, & partnerships
- Entrepreneurs who believe in long-term growth, not quick wins

**STEADY GROWTH STARTS WITH
THE RIGHT MEMBERSHIP**

MEMBERSHIP FEE

Primary

Membership

₹24,000/-

+GST

Yearly

It Includes :

- ✓ Multi-format, well curated & well attended meetings (75+ opportunities in a year)
- ✓ Access to BLL's **Digital Directory**: Connect with community members digitally
- ✓ Your Individual Digital Business Card: **Share & Network instantly**
- ✓ Visibility: Recognition in events and **member spotlights**
- ✓ Connections: Curated introductions **across industries**
- ✓ Knowledge: Practical insights designed **for MSMEs**
- ✓ All-Inclusive Access: No venue fees, no hidden costs



**1 lakh
+ Reach**

To Learn More
About **BLL**



Giving visibility to your business

GLOBAL MEMBERSHIP

For Businesses Ready to Think, Act, and Grow Globally

WHY GLOBAL MEMBERSHIP ?

Many Indian businesses are excellent locally. Very few are positioned globally.

Local success comes from execution. Global success comes from credibility, structure, and access.

Global buyers don't discover suppliers randomly. They work with businesses that are visible, trusted, and part of the right ecosystem.

Global Membership exists to help serious businesses make that shift.

GLOBAL BUSINESS IS NOT ABOUT CHASING CUSTOMERS. IT IS ABOUT BELONGING TO THE RIGHT CIRCLES.

WHAT GLOBAL MEMBERSHIP DELIVERS

1. GLOBAL MARKET ACCESS & VISIBILITY

Be visible where decisions are made.

- Curated access to international markets
- Participation in global delegations and B2B forums
- Visibility with buyers, partners, institutions, and chambers
- Representation under a credible global platform

You don't run after global customers. You position yourself where they already are.

2. SYSTEM THINKING OF A GLOBAL CLASS

Global businesses don't work harder. They work structurally better.

Global businesses are built on systems, not heroics.

- Clear thinking for scale and complexity -
- Shift from founder-driven to system-driven execution -
- Better decision-making for long-term growth -
- Exposure to global ways of operating -

3. WEALTH CREATION AT SCALE

Global orientation changes the wealth curve.

- Access to fund-raising and strategic capital conversations
- Better capital flow and financial discipline
- Stronger working-capital structures
- Focus on valuation, stability, and long-term wealth

Local markets help you earn. Global thinking helps you build wealth.

WHO THIS IS FOR

Global Membership is meant for:

- Founders and decision-makers
- Businesses planning the **next 5–10 years**
- Companies serious about exports, partnerships, or global presence
- Leaders ready to represent **India globally**

**THIS IS NOT FOR CASUAL EXPLORATION.
IT IS FOR SERIOUS INTENT.**

MEMBERSHIP FEE

Global

Membership

₹1,25,000/-

+GST

Yearly

It Includes :

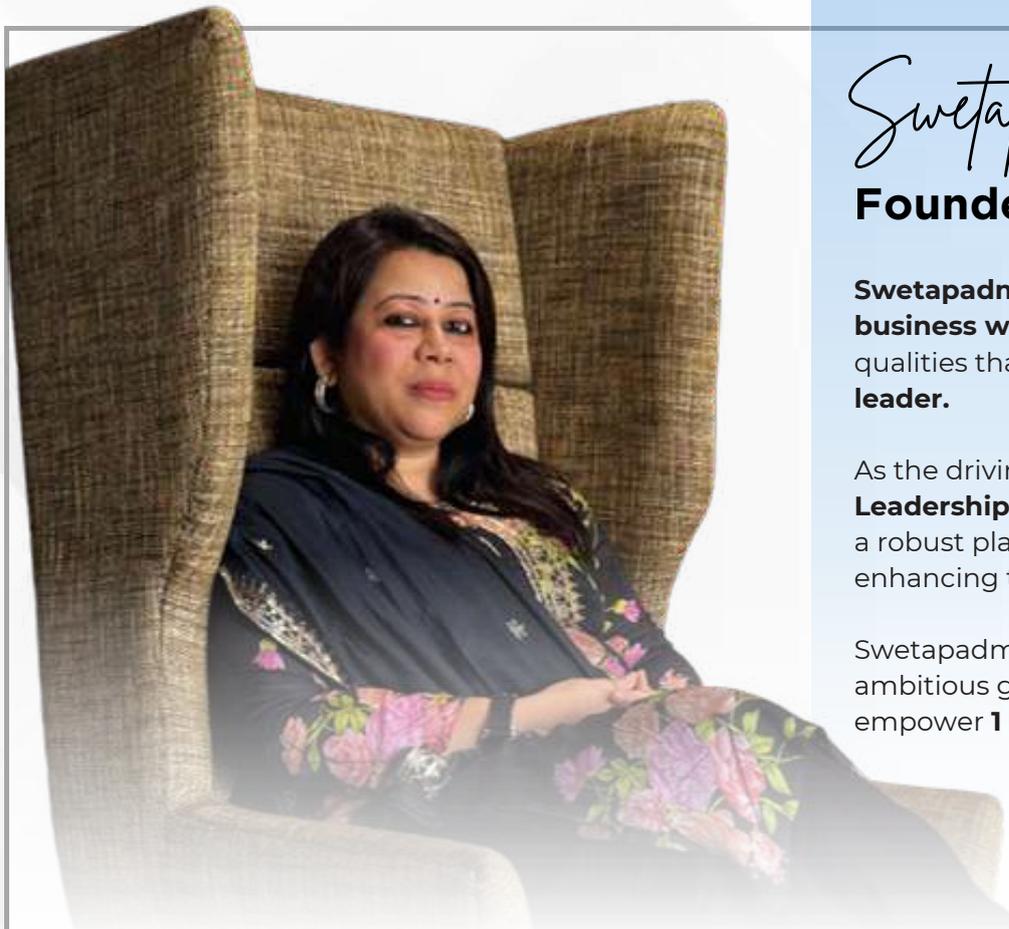
- Global market **access & visibility initiatives**
- Priority participation in **international delegations**
- Embassy, chamber, and institutional exposure
- Structured **B2B forums and matchmaking**
- Global positioning under the **BLL platform**
- Ongoing **strategic and ecosystem access**
- A serious peer group of **global-minded founders**



**1 lakh
+ Reach**

To Learn More
About **BLL**





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 Salesprout, where she played a key role as the Co-founder and Head of Operations. At Salesprout, 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.**



Advisory Committee



RK Jain

MD, Sara-Chem (India) Pvt. Ltd & ex.Chairman, IMC, Navi Mumbai



N.B. Shetty

B.com. (Hons.) F.C.A., Grad., C.W.A. Chartered Accountants



Samir Kaji

Managing Director
Selec Controls Pvt. Ltd.



Ajoykaant Ruia

Chairman - Allstate Group,
Vice Chairman - World Trade Centre

Working Committee



Jagdish Nayak

Founder & MD
Clinitech Laboratory
Limited



Ajit Patil

Managing Director
Alpha Chemicals Pvt.
Ltd



MMani Iyer

Founder & Director
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