

Name: Mrinal Joshi

Roll no.: 221028

Sec: A

Batch: 2022-24

**Panellists**

**Key Learning:**

* Authenticity of early age business
* Early business without internet approach
* Customer value and satisfaction
* When market shifted towards modern age it was more towards mass production
* Branding is very important for any business
* 3S should be followed, namely Sustainability, Scalability and survival of business
* If the business focus on productive the profitability will be easy to achieve
* Always analyse and take calculated risks

CEO at Latlong

Head- Indian Operations

Srinivas Bhagavatula

Kiran Bettadapur

Entrepreneur, Investor and PATENT ATTORNEY

# Puranika Narayana Bhatta

Vivek Tonapi

Chief Nurturer - PotentialTree

Entrepreneurship Then vs Now