

# PEGASUS

India now hosts 24 unicorns,  
the third-highest number of  
unicorns in a single country  
in the world.

India is home to the world's  
third largest startup ecosys-  
tem, having added over 1,300  
tech startups in 2019.

The most number of unicorns in  
India were created in 2018.



24 MILLION STARTUPS AND  
**GROWING**

20  
19

# What is a Unicorn?

A unicorn is a privately held startup company valued at over \$1 billion.

# What is a Pegasus?

According to Greek mythology a Pegasus is a divine winged horse.

# Why Pegasus then?

A Unicorn with wings of ambition and perseverance that a pegasus has attains the ability to achieve what is off-limits for the rest.

# About this Magazine

It gives us great pleasure to bring out the first issue  
of our magazine **PEGASUS**.

As it is rightly said "The price of success is hard work, dedication to the job at hand and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand." This magazine gives a brief introduction about the Indian Entrepreneurs, their innovation, perseverance, zeal to reach the goal and their road to success. It also introduces us to as to what makes them so unique. We hope this magazine will be able to serve the purpose of inspiring readers and make them understand the significant contributions made by these people to our country.

# Acknowledgement

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*"Values act like sign posts, helping people take right decisions. When you are guided by values you will not do something that breaks trusts with society, even if you can get away"*

# Venu Srinivasan



## Brief introduction



Venu Srinivasan is an Indian industrialist, who is the Chairman of TVS Group which include Sundaram-Clayton Group and its subsidiary TVS Motor Company, India's third largest maker of two-wheelers. He also serves on the board of Tata Sons Ltd., the holding company of the conglomerate the Tata Group, TVS & Sons and Cummins India. He is also vice chairman of Tata

Trusts. Tata Trusts hold 66% of the equity capital of Tata Sons.

which works in 5000 villages in India. SST's model is one of self development for village communities in India covering education, healthcare, infrastructure, economic development, environment and community development.

Srinivasan is also the Chairman, Board of Trustees, of the Srirangam Sri Ranganatha swamy Temple and has supported other ancient temples in India

# Road to success



Venu Srinivasan - Chairman and Managing Director, TVS Motor Company, India; Former President of Confederation of Indian Industry (CII) Persona

Hard work, persistence and self-belief market the man Venu Srinivasan. With the success of TVS, he has shown the nation how an Indian company can grow to be a company of global quality and recognition and manufacture products that can match or even exceed the best in the world by adopting the right work ethos and successful work culture. Despite being the grandson of the TVS founder T.V.S Sundaram Iyengar, Venu Srinivasan began his career as a mechanic in his own garage during vacations and put in long, grueling hours of preparation for his task ahead. In 1979 Venu Srinivasan an engineer and an MBA from Purdue University (USA) took over as the CEO of Sundaram-

Clayton. The same year TVS Motor Company was born, and under Venu Srinivasan's persistent and diligent work grew to be the third largest two-wheeler manufacturing unit in India. A perfectionist and a visionary,

*Quality become the buzz word 25 years ago. Before that it was thought if you add quality it would increase your cost. The Japanese broke that belief and proved that quality can actually cost you less*

## What makes him so special?

TVS boss Venu Srinivasan becomes first Indian industrialist to receive prestigious Deming award. The TVS Group Chairman was honored for his contributions in the field of total quality management.

Venu Srinivasan was in Tokyo to receive the honor.

New Delhi, Nov 6 TVS Group Chairman Venu Srinivasan

was conferred with the prestigious Deming Prize at a ceremony held in Tokyo on Wednesday. Srinivasan becomes the first industrialist from India to be bestowed this award for his contributions in the field of total quality management (TQM), TVS Motor Company said in a statement.



# V. G. SIDDHARTHA HEGDE

*"If you are  
chasing money,  
don't be an  
entrepreneur.  
Chase your  
dreams and in  
process you will  
make money."*



## Brief introduction



Veerappa Gangaiah Siddhartha Hegde was born in the Malenadu region of Chikkamagaluru district in Karnataka State. received a master's degree in economics from St. Aloysius College and Mangalore University, Karnataka.

At the age of 24, he joined J M Financial Limited in 1983–1984 in Mumbai as a management trainee/intern in portfolio management and securities trading on the Indian stock market. [5] After two years, he returned to Bangalore. With capital given by his father, Siddhartha bought stocks worth Rs. 30,000 and started the company Sivan Securities. In 1999, it was renamed Way2wealth Securities Ltd. Its venture capital division came to be known as Global Technology Ventures (GTV).

Café Coffee Day introduced the café culture to south India, starting from a single outlet on Bengaluru's Brigade Road. CCD kicked off a cyber café concept that brought young Bengalureans to the world of the internet and a range of brews at the same time.

# Road to success



He established his coffee trading company ABC in Karnataka 1993, with a Rs 60 million turnover. He bought an ailing coffee curing unit in Hassan for Rs 40 million and improved it. The company now has the largest curing capacity in India

at 75,000 tonnes. He grew coffee in Chikmagalur, Karnataka, exported about 28,000 tonnes of coffee annually, and sold another 2,000 tonnes locally for about Rs 350 million each year.

His coffee growing and trading company, Amalgamated Bean Company (ABC), has an annual turnover of Rs 25 billion. Siddhartha had 200 exclusive retail outlets selling his brand of Coffee Day powder in South India. ABC is India's largest

exporter of green coffee. He owned 12,000 acres (4047 ha) of coffee plantations. Café Coffee Day, a part of Coffee Day Global Limited, is India's favourite outlet for coffee and conversations. The first shop of coffee day was opened in the 1996 at Brigade Road in Bangalore. A chain of "youth hangout" Today CCD has around 1550 Coffee Day Cafes spread in 209 cities/towns of India, 48,000 vending machines, 532 kiosks and 403 ground coffee selling outlets.

*"A lot can happen over coffee."*

## What makes him so special?

He was the first successful entrepreneur of the state of Karnataka. By providing employment to the rural population he not only uplifted their economic status but also provided a new national brand and lifestyle chain.

He also changed India's tea-drinking culture by phrasing "A lot can happen over a coffee". With spirit of being among the top three retailers of coffee in the world he was committed to compete with the

global companies such as Starbucks.

What made the CCD experience unique was that it wasn't just restricted to the metros. If there's one singular claim that Coffee Day can make over all of its rivals, it is that it took coffee to cities and towns across the country, and offered the same experience everywhere.

What worked best for the chain was its combination of aspiration and affordability. From their brightly lit interiors to the friendly staff and the meticulously clean outlets and bathrooms, CCD outlets offered an air of comfort and safety that was largely missing from the café experience to that point.



# Sreelakshmi Suresh

*"Age is just a number says an adage. If you are confident that you are competent and prepared to work hard, you can achieve anything"*



## Brief Introduction



Sreelakshmi Suresh was born in the year 1998 at Kozhikode (Calicut) in the state of Kerala as the daughter of Mr. Suresh Menon and Mrs. Viju Suresh. Sreelakshmi started meddling with computers at the age of 3 and started designing at the age of 4 and came up with her first website at the age of 6. This girl attends a school called Presentation Higher Secondary School which was inaugurated in the year 2007 and didn't have a proper website. It was

Sreelakshmi who took the initiative to design a web portal to her school and came up with a very good design. "Computer was her best friend from her early childhood. When she heard about a boy who developed a website and her parents told her that you can also do the same, That was when she decided to step into the world of web designing. When she was 3 years old, she used to draw pictures using MS Paint program in Computer. She gradually learned typing alphabets and start-

# Road to success



Age is just a number says an adage. Achievers can be from all spectrums of age groups . All those successful people have proven age doesn't matter for them as long as their passion and perseverance keep

them going.

Sreelakshmi Suresh is an Entrepreneur. No one can deny the fact that entrepreneurship plays a key role in the economic and industrial development of the country. In order to become a successful entrepreneur, one does not need to acquire a higher educational degree. Entrepreneurship happens out of the ability to take risks and execute innovative ideas. She was awarded youngest web designer at age of 6 and youngest CEO, for starting

companies at age of 11. Sreelakshmi Suresh was not born in an affluent family to be considered as Y-Generation kid with accessibility to all modern gadgets in fingertips. Though she was born in a middle-class family her curiosity to meddle with computers encouraged her parents to give hands-on sessions in computers. She has started two companies TinyLogo and eDesign at the age of 11 to be identified as one of the youngest CEOs of the globe.

*"At the age of 4,she*

*started studying  
coding.*

*At the age of 6,she  
first designed a  
website for her  
school.*

*At the age of 11  
she started two  
companies"*

## What makes her so special?

Sreelakshmi Suresh is the recipient of multiple awards and other recognition.

She was honored by the Ministry of Women and Child Development (India), by conferring her the National Child Award for Exceptional Achievement in 2008.

The award was presented to her by Sonia Gandhi in a function held at Vigyan Bhavan, New Delhi on 5 January 2009.

### AWARDS:

- The Won the Golden Web Award (U.S.A)
- The Sixty Plus Education Award (Canada),
- The Webmasters Ink Award (U.S.A.) and Penmarric Bronze Award (Canada).
- The ProFish-N-Sea Charters World Class Website Award (Brazil)



# Binny Bansal

**"Age doesn't  
matter if you have  
the attitude and  
the drive to  
succeed."**



## Brief introduction



Binny Bansal (born 1982) is an Indian billionaire internet entrepreneur. In 2007, he co-founded e-commerce platform "flipkart" with Sachin Bansal and served as the chief operating officer until 11 January 2016 and was then promoted to chief executive officer (CEO). In January 2017, he was promoted to group CEO and resigned in November 2018 due to personal misconduct allegations of "flipkart". Binny

bansal is from Chandigarh and graduated from the Indian Institute of Technology Delhi with a degree in computer science and engineering.

Bansal currently resides in Bangalore. His father is a retired chief manager of a bank and his mother is in the government sector. He has no siblings and is married to a homemaker.

# Road to success



**Binny  
meeting  
satya  
nadella  
(CEO of  
Microsoft)**

Binny Bansal is originally from Chandigarh, the capital city of Punjab and Haryana. Before co-founding flipkart, Bansal was employed by Amazon for nine months, and before that he was rejected by Google twice. Bansal and his business partner

sachin bansal initially thought of starting a comparison search engine, but realized that the market of e-commerce in India was very small. Hence, after leaving Amazon in 2007, they founded the e-commerce company, flipkart. Before joining Amazon, Binny had worked with [Sarnoff Corporation](#) for a year and a half, where he de-

veloped a lane sensor device for cars which would warn you and beep automatically if you changed lanes without giving a signal. In 2016, Bansal became the CEO of Flipkart, where he worked on strategic development, direction and business management. In 2017, he assumed the role of CEO of Flipkart Group and his previous position was handed to Kalyan Krishnamurthy.

**As a startup company with ambitions in the e-commerce domain, we have to choose a category that**

## What makes him so special?

In 2018, Wal-Mart acquired a 77% stake in Flipkart group. After the acquisition, Bansal assumed the role of chairman and continued as Group CEO. [\[15\]](#) His 5.5% stake in Flipkart was valued at \$1 billion after the acquisition. He resigned from Flipkart in November 2018 on allegations of personal misconduct.

In September 2015, Binny Bansal along with sachin bansal, was named 86th richest person in India with a net worth of \$1.3 billion by Forbes India Rich List .

India today ranked him #26 along with sachin bansal in India's 50 most powerful people 2017 list.



# INDRA NOOYI

*“An important attribute of success is to be yourself. Never hide what makes you, you”.*



## Brief introduction



**Indra Nooyi**, born October 28, 1955, Madras [now Chennai], India, Indian-born American businesswoman who was instrumental in the lucrative restructuring and diversification of soft-drink manufacturer PepsiCo, Inc.'s brands. **Nooyi** served as the company's CEO.

# Road to success



**"Design  
is im-  
proving  
top line  
and bot-**

During her 12-year tenure as chief executive, Nooyi transformed PepsiCo into one of the **MOST** successful food and beverage companies worldwide. Her push for healthier snack and beverage choices, along with an eye for product packaging, led to an 80 percent sales growth in the 12 years she was CEO.

*"Leadership is hard to define and good leadership even harder. But if you can get people to follow you to the ends of the earth, you are a great leader "*

## What makes her so special?

One of Nooyi's most controversial initiatives has been to redirect Pepsi's considerable corporate spend away from junk foods and into healthier alternatives. To this end she reclassified Pepsi's wide-ranging products into three categories, designed to give customers more information about the foods they consume. While CEO of PepsiCo in 2011, Nooyi earned \$17

million, which included a base salary of \$1.9 million, a cash bonus of \$2.5 million, pension value and deferred remuneration of \$3 million. By 2014, her total remuneration had grown to \$19,087,832, including \$5.5 million of equity.



# Kiran Majumdar

*"Evolution of an entrepreneur is key to staying ahead"*



## Brief introduction



Kiran Mazumdar Shaw was always inclined towards studies and education. She was born on March 23 1953, the daughter of master Indian based united breweries Majumdar planned to follow in her father foot-steps.

She pursued B.Sc. in Zoology from Bangalore University. With a thirst to study further, she went to Australia for post-graduation. She studied at Ballarat University in Melbourne and got the qualification of a Master Brewer.

In 1975. Upon returning to India, however, she found no companies willing to offer a brewing job to a woman. Instead, she did consulting work for a few years before meeting Leslie Auchincloss, then owner of an Irish firm, Biocon Biochemicals. Impressed by Mazumdar-Shaw's drive and ambition, Auchincloss took her on as a partner in a new venture, Biocon India, which was launched in 1978 and produced enzymes for alcoholic beverages, paper, and other products.

# Road to success



In 1978, Mazumdar Shaw joined Biocon Biochemicals Limited, Ireland as a trainee manager. Soon after joining them, she started the Indian arm of the company in the same year. She rented a garage space in Bangalore and with an initial investment of Rs. 10,000 she commenced her entrepreneurial journey. Initially, she did face issues like banks would not trust her idea and

**When Kiran Majumdar couldn't get a job and setup drug business**

loans were a problem since biotechnology was a new field and women entrepreneurs back then were rare. She still did not give up and continued to work hard. Biocon started as an industrial enzyme manufacturer and commenced exporting to USA and Europe. Within the first year, Mazumdar Shaw's venture started churning profits. They had enough money to buy a 20-acre property. She focused on discovery of novel enzymes and novel techniques for development of solid substrate fermentation technology through research and development and that took the

company's operations to a new dimension. Post to this there was no turning back. In 1987, Narayan Vaghui of ICICI ventures supported creations of a venture capital fund of USD 250000. In 1989, they became the first Indian Biotech company to receive US funding for proprietary technology.

In 2004, Biocon went for an IPU which was oversubscribed 33 times. This was to her by INFOSYS head HONCHO Narayan Murty. It was second Indian company to cross the one billion mark on the first day of listing

*"I Believe in never giving up, no matter what the odds. My mantra is - Failure is temporary. Giving up is permanent."*

## What makes her so special?

As of 2010 Majumdar Shaw was named among TIME Magazine's 100 most influential people in the world. She is recipient of several international awards including the Othmar gold medal(2014) for outstanding contributions to the progress of science and chemistry. Her work in biotechnology sector has earned her numerous national awards, including Padma Shree(1989) and Padma Bhushan(2005) from the

government of India. Apart from Biocon, Mazumdar Shaw has been involved with several philanthropic activities. She has a CSR wing called Biocoin Foundation that focuses on health, education and infrastructure in rural areas. She supports the Arogya Raksha Yojana and also established Mazumdar Shaw Cancer Centre in Bangalore. Quite a journey for an entrepreneur who began her journey as a trainee and is now the 92nd Most Powerful Woman in the World..



# Kishore Biyani

*"I find that  
the harder  
I work, the  
more luck  
I seem  
to have"*



## Brief introduction



The year 2001 saw Biyani's entry into the hypermarket concept adapted to Indian conditions in the form of Big Bazaar. During that time, Pantaloons' topline was around Rs 1.8 billion. Big Bazaar required a lot of investment and the company had generated profits only worth Rs 40 million. It was not feasible to raise money from the market as the share price was low at Rs 18. This would have also meant the dilution of equity for the Biyani family, which held 40 per cent of the equity. Exposing himself to high-risk debt exposure, Biyani had to go for a loan of Rs 1.2 billion. Failure of the Big Bazaar con-

cept would have left the company in red. As it turned out, the first Big Bazaar at Mumbai clicked with the masses and pulled over 100,000 people within the first week of its operation. It thus paved the way for many more stores throughout the country. Biyani wanted to give the Indian customer the feel of a local market place—narrow lanes, crowded marketplace, and customers bumping into each other and into commodities.

## Road to success

**pantaloons**  
IN ♥ WITH FASHION

Kishore Biyani's saga starts with his family business in textiles, which he joined after graduating in commerce. In 1987, Biyani launched the first branded ready-made trousers brand known as Pantaloon through his company Pantaloon Fashions. The trousers were marketed through the Pantaloon Shoppe stores. By the time Pantaloon Fashions went public in 1992, it had 60 exclusive shops. Later, he

started manufacturing garments under two more brands—John Miller and Bare. Despite pod products and competitive pricing, the business seemed unavoidable due to high distribution costs and margins. Therefore, in August 1997, Biyani decided to open his own store at Kolkata to market these brands. He was expecting to do business of around Rs 70 million in the first year, but beating all expectations, the store did a business of Rs 100 million. This

experience was an eye-opener for Biyani, who came to know that Indian market is 'under-retailed'

**"In order to succeed,  
We must  
first believe  
that  
we can"**

## What makes him so special?

Big Bazaar wears the look of intentional distinctive layout scheme designed by Biyani. He is quite clear that Indians like the hustle-bustle of the marketplace, which gives them a feeling that the goods being sold there are low-priced. The major challenge before the retailers in India was to dispel the myth in the minds of the Indian consumer that big shopping stores charge more prices for commodities, compared to the local *kirana* stores, due to high overhead costs. Big Bazaar and Biyani have been able to successfully overcome this challenge by way of clear communication to the public through

their advertisement campaigns. The economies of scale enable big retailers to provide lower prices, discounts, and promotional gifts at their stores country.



## Mukesh Dhirubhai Ambani

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*



**Mukesh Dhirubhai Ambani** (born 19 April 1957) is an Indian business magnate, the chairman, managing director, and largest shareholder of Reliance Industries Limited (RIL), a Fortune Global 500 company and India's most valuable company by its market value. According to Forbes magazine, he is the richest man in Asia and the 13th richest person in the world as of March 2019. Ambani attended the Hill Grange High School at Peddar Road,. He received a BE degree in Chemical Engineering from the Institute of Chemical Technology(UDCT), Matunga. Ambani later enrolled for an MBA at Stanford University

# Road to success

During the Indira Gandhi regime the doors of PFY (Polyester Filament Yarn) manufacturing were open to the private sector in early 1980. His father Dhirubhai had applied for a licence to setup PFY and amidst stiff competition from the Tatas, Birlas and 43 others, Dhirubhai was awarded the licence. To help build the PFY plant, Mukesh dropped out to help his father and initiated Reliance's backward integration from textiles into polyester fibres and further into petrochemicals, petroleum refining and going up-stream into oil and gas exploration and production in the year 1981.

Following his father's footsteps of "dare to dream and learn to excel", Mukesh has not only taken over the reign and responsibility of Reliance Industries Limited but has also been quintessential in making the company a global entity.

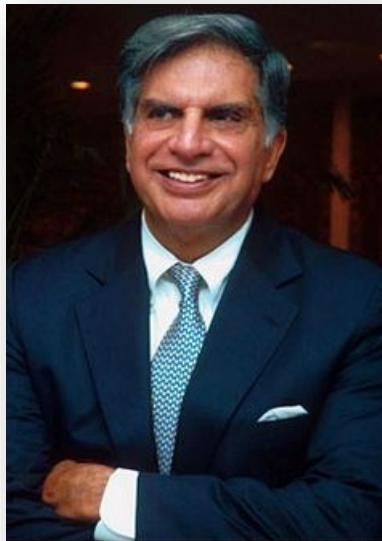
He set up one of the largest and most complex information and communica-

## What makes him/her so special?

Ambani directed and led the creation of the world's largest grassroots petroleum refinery at Jamnagar, India, which had the capacity to produce 660,000 barrels per day (33 million tonnes per year) in 2010, integrated with petrochemicals, power generation, port, and related infrastructure. He revolutionized the Indian network communications by setting up the digital infrastructure of 4G network and forming the 'Reliance Jio Infocomm Limited,' popularly known as 'Jio,' which was made available in September 2016. In 2004, he received the 'World Communication Award' for the 'Most Influential Person in Telecommunications' from 'Total Telecom.' In 2007, he was awarded the 'United States-India Business Council Leadership Award' by the 'United States-India Business Council.'

# Ratan Tata

*“Ups and downs  
in life are very  
important to  
keep us going,  
because a  
straight line  
even in an E.C.G  
means we are  
not alive”*



## Brief introduction



Tata was born on December 28, 1937 in Mumbai, in one of the richest families. His great grandfather was Jamsedji Tata, founder of the Tata group. As a young boy, Tata had a disturbed childhood after his parents split. He was raised by his grandmother, Lady Navajbai in the lap of luxury at Tata Palace. America held a special fascination for the Tata scion and he went to Cornell University to study architecture and structural engineering. Later he pursued a management course from Harvard University.

In 1962, he joined the Tata Group and his first job involved working with the Tata Steel division in Jamshedpur, where he worked with the blue-collar employees shovelling stone and working with the furnaces. He was appointed the Director-in-Charge of the National Radio & Electronics Company Limited (Nelco) in 1971 and was successful in turning Nelco around.

# Road to success



During his tenure the company witnessed the launch of India's first truly Indian car, 'Indica'. The car was the brainchild of Tata. In 2000 Tata's food division acquired tea firm Tetley for GBP 70 million. In the year 2009-10 the group's revenues

have grown nearly 12-fold, totalling USD 67.4 billion. Tata also serves on the boards of Fiat SpA and Alcoa and is also on the international advisory boards of Mitsubishi Corporation, the American International Group, JP Morgan Chase, Rolls Royce, Temasek Holdings and the Monetary Authority of Singapore.

In year 2000, he was honoured with Padma Bhushan by the government of India. He

was also conferred an honorary doctorate in business administration by Ohio State University, an honorary doctorate in technology by the Asian Institute of Technology, Bangkok, and an honorary doctorate in science by the University of Warwick. Tata has a personal fortune of GBP 300 million and owns less than 1% of the colossal group. Over two thirds of Tata Group is owned by charitable trusts that finance good causes.

*"I don't believe in taking right decisions. I take decisions and then make them right."*

## What makes him so special?

There are a host of reasons why Ratan Naval Tata is worthy of admiration, none more so than for the way he has sailed through the high tide of his life as head of the Tata group: with grace and a quiet dignity all too rare in the tumult and cacophony that characterise the mostly grubby, sometimes noble intersection of business and life in today's India.

From torchbearer to transformer, Chairman Emeritus

Ratan Tata has played shepherd and sentinel while guiding the Tata group into a new age, and he has done it in his own distinctive style .

Tata set a perfect example of generosity and leadership during the 26/11 attacks. Unarmed he stood all alone outside the Taj hotel and supervised the activities to help the victims. He showcased his humane gesture by personally visiting the families of all the 80 employees who were killed or injured. He left no stone unturned to provide relief to the victims and even asked the families and dependents as to what they wanted him to do.



# RITESH AGARWAL

*“Your brand  
reflects your  
culture, purpose  
and identity. It's  
never too early to  
start thinking  
about it.”*



## Brief introduction



Ritesh Agarwal is the founder and CEO of OYO. He started his business career at 17, back-packing across the country, living in budget accommodations to eventually create the idea behind OYO. He is the first resident Asian to be awarded the Thiel Fellowship. In his free time, he loves cycling and practicing yoga.

His journey is one of the most successful entrepreneur stories in India. After dropping out of college, he launched his first start-up Oravel Stays, which was a budget hotel chain that provided B&B. And that elevated to OYO rooms from when he realized no other service offered a room for a budget traveler. Begun with only 11 rooms in a Gurgaon hotel, OYO rooms is now a hub for elite hotel stays with 65000 rooms in about 5500 properties across India.

# Road to success



Post 10th grade, he came to the northern half of the country. He realized that the usual education did not excite him at all because he felt how well understanding trajectory motions in chemistry help him solve real-life problems. Every weekend he would take a train to Delhi and sneak into

startup events. He really enjoyed meeting entrepreneurs who were solving big problems. They were way smarter than him. He knew this is where he had to be.

They realized that the problem was predictability, the problem was enabling the right guest experiences. Hence, they decided to solve that. I picked up a hotel and spent 10 months just on that, branding and enabling a great experience. Globally, none of the hotels enable entire process of checking in and checking out through a mobile

app.

Whenever he thinks of OYO's vision, it's about solving the problem and also ensuring awesome experience. Average time taken to book an OYO room is 4 seconds using our app. Average time taken by any online marketplace is one day or more. It's as hassle-free as being in your home; nobody asks for an identity card when you get into your home. In the future, you can actually give away houses, you don't need to own houses. The vision is that in five years, you should have your own house, and everything else should be an OYO room—no relative homes, no friend's place.

**"As an entrepreneur, you have to be open to taking risks, especially when the downside is limited but the upside is high."**

## What makes him so special?

While he has not even attained 25 years of age, Ritesh Agarwal, the CEO of OYO has seen it all – popularity, business success and financial prosperity. He has made something unique at a time when others had not even thought of it – a hotel booking software that would assure room for anyone at their favourite hotel at competitive prices.

A college dropout, who wanted to sit for engineering entrance exam, today heads among the most valuable start-ups by a person who

never studied beyond the school.

He even sold his sim card for survival, afraid his well-off family would end his entrepreneur dreams and summon him back home to Odisha if they knew of his struggle.

Ritesh says OYO does not have an international competitor who will breathe down its way. So when it comes to discounting and cash burning, OYO possibly has the least amount of burning and so faces favourable economics on its journey forward.



# Conclusion

Entrepreneurship is more mundane than it's sometimes portrayed. You don't need to be a person of mythical proportions to be very successful in building a company.

So one can safely conclude that entrepreneurship implies a commitment to expand and grow which is also one of the major determinants of industrial development. Some think of entrepreneurs primarily as innovators, some as bearers of risk and others place major emphasis on their function as mobilisers and allocators of the capital. A person who sees a problem is a human being ; a person who finds a solution is visionary ; and the person who goes out and does something about it is an entrepreneur.

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