

Indianpreneur



**OUTSTANDING
INDIANPRENEUR OF THE
YEAR 2023**

DR. HEMA DIVAKAR

Medical Director, Consultant ObGyn,
Divakars Speciality Hospital, Bengaluru

DEC 2023





Write to us:
franchise@ylg.co.in

BECOME A YLG SALON FRANCHISE PARTNER

Own the most profitable, salon franchisee in your city

50+
SALONS

4
CITIES

7L+
HAPPY CUSTOMERS

**Get in touch
with us today!**

99728 43388

SOCIETY OF
SMOOTH
NEXT GEN WAXING

INTERNATIONAL
hairstyles

Light Therapy
for Hair

EUROPEAN
LIGHT THERAPY
FACIALS FROM YLG
Guaranteed Glow



www.brindavanaccounts.com
CORPORATE SERVICE PROVIDER, SINGAPORE

BRINDAVAN LIAN MENG PTE. LTD.

MISSION:

- Service to clients with utmost dedication and address their concerns timely
- Compliance at the heart of our Service
- Trusted Corporate Services Partner

VALUES:

- Transparent, no hidden costs or agenda with our clients

VISION:

- Supporting clients to realise their business goals

A FEW MILESTONES:

- 15 YEARS OF DEDICATED SERVICE TO CLIENTS
- 20 COUNTRIES BUSINESSMEN SERVED
- 30 INDUSTRY VERTICALS SERVING: TRADING, MANUFACTURING, ELECTRONICS, PRECIOUS STONES, RAIL SOLUITONS PROVIDERS, SYSTEM INTEGRATORS TO NAME A FEW.
- 37 YEARS OF DIRECTOR'S VERSATILE EXPERIENCE IN MANUFACTURING AND SERVICE SECTORS AS CFO/SENIOR MANAGEMENT AND BUSINESS OWNER
- 40 MINOR AND MAJOR ASSIGNMENTS HANDLED.
- 200 MILLION USD VALUE OF ASSIGNEMENTS HANDLED

Professional Filing Agent of

Tax Agent of IRAS, Singapore



Professional Members of



AWARDS



Brindavan Lian Meng Pte. Ltd. is an one stop solution offering services 24*7 in

- Company Incorporation Services
- Corporate Secretarial Services
- Accounting and bookkeeping services
- Pay roll services
- Tax filing services
- Outsourced CFO services
- Advisory services in trade/logistics/finance/management
- Audit coordination services
- Compliance services
- Errand services
- Setting up Trade finance services
- Setting up working capital finance/asset finance etc
- M&A services
- Setting up virtual bank account with low transactional fees
- Variable Capital Companies
- Setting up fund with our associates.

BRINDAVAN PAYMENT SERVICES

www.bps.sg

BUSINESS ACCOUNT:

- * A Global multicurrency account with over 12 currencies supported in Singapore.
- * An account held in the company's name and can receive payments via swift and local
- * An account in other countries such as HK/Indonesia/UK/USA/ Thailand as well held in local currency of the respective countries in the company name.
- * bps – Borderless payments have been our hallmark vision to start the company. We are white labeling our solutions with Payment Service Institutions (PSI) licensed to operate in Singapore.
- * We started this service as Bank accounts for foreign-owned companies are increasingly challenging with traditional banks.

LOOK TO US FOR:

1. STARTING A COMPANY
2. HAVING A BANK ACCOUNT IN SINGAPORE/HK/THAILAND/UK/ USA/INDONESIA
3. VARIABLE CAPITAL COMPANIES WITH FPI LICENSE IN INDIA
4. ANY CFO SERVICE TO BOOST YOUR COMPANY UPWARDS
5. CONSULTANCY ON WORKING CAPITAL MANAGEMENT/ TRADE FINANCE/BANK LC LIMITS SET UP ETC.
6. CONSULTANCY ON PATENT/LOGO REGISTRATIONS
7. MANAGEMENT CONSULTANCY ON INVESTMENT HOLDING COMPANY/ FUNDS SET UP
8. CROSS BORDER PAYMENTS
9. ACCOUNTING/PAYROLL/MIS REPORTS
10. TAX CONSULTANCY FOR COMPANIES



JAYASRI, Director

Jayasri is a versatile and experienced director with over 37 years of experience in the fields of audit, accounts, finance, management, M&A, and consulting. She has a proven track record of success in managing mega corporates and consulting assignments, and she is committed to providing her clients with the highest quality of service.

Indianpreneur

DEC-JAN EDITION | VOL-1 | ISSUE 7

OUTSTANDING INDIANPRENEUR OF THE YEAR 2023

Editor

Georgina Doray

Editorial Enquiry

magazine@indian-preneur.com

Art & Design

Naveen Kumar

Sales & Marketing

magazine@indian-preneur.com

Subscribe Now

For Free

Asia-Pacific

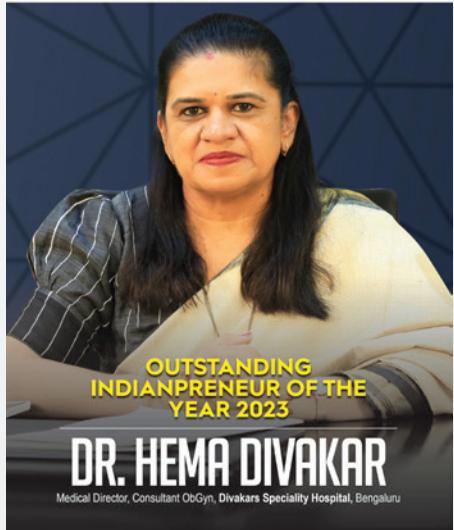
Bangalore, Karnataka, India

USA

1300 Rachel Terrace
Pine Brook, NJ 07058, USA

Copyright 2023, Indianpreneur magazine all rights reserved. The views expressed in the content are those of the authors. No liability is assumed by the publisher. No part of the magazine may be reproduced without any prior notice or permission from the publisher.

Indianpreneur



Connect Us

LinkedIn | Youtube

Instagram | Facebook

INDIAN ENTREPRENURS SUCCESS STORIES

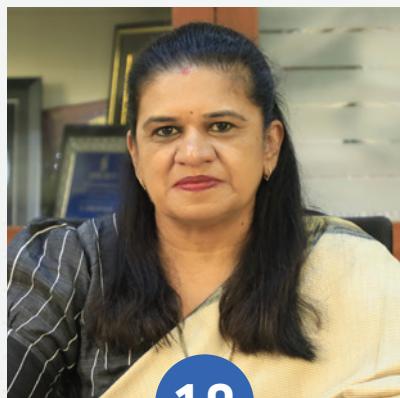
Success stories of Indian entrepreneurs are an inspiration to many. They have become leaders in their respective industries. They have shown the true qualities one should have. This includes resilience, perseverance, and the ability to innovate in the face of challenges. The featured Indian entrepreneur's success stories are a reminder to all of us. They remind us that with hard work, determination, and a willingness to take risks, anyone can achieve success in their journeys.

Stories about Success have the power to inspire, motivate and bring out the best in each one of us. It is often said that success leaves clues and this is certainly true. By learning from the success stories of others, we can take their hard-earned wisdom and apply it to our own lives

This issue "Outstanding Indianpreneurs of the Year 2023" is to provide an insight of some Indian founders/ co-founders/ entrepreneur's story who is inspiring and influencing other leaders and upcoming entrepreneurs in India. We can learn from their challenges, business, technology, ideas, innovation, etc.



CONTENTS



10

DR HEMA DIVAKAR



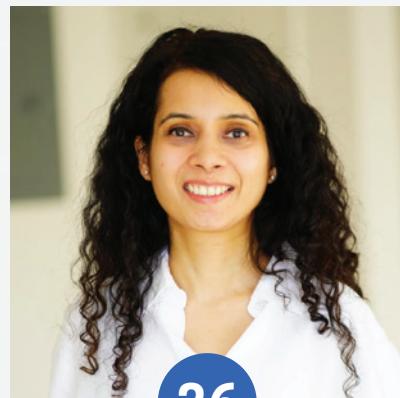
16

JAYASRI



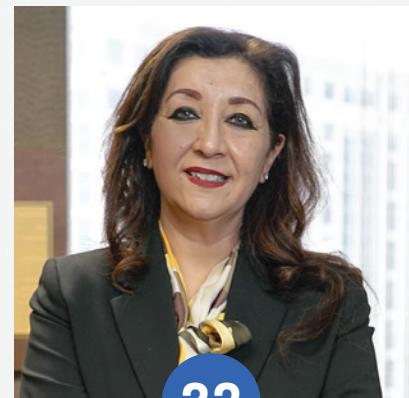
20

AKSHAY CHOPRA



26

ANJALI
DESWANDIKAR



32

PALLAVI AHLUWALIA



38

BINDU CHINTHA

OUTSTANDING INDIANPRENEUR OF THE YEAR 2023

PHILIPS

Fidelio

T1 Headphones

Crafted for life on the go

True wireless headphones. Made for music.
Exceptional sound on the go.



Sound quality



Noise canceling pro+

Muirhead.

Fine Scottish Leather



9 + 25 hours play time



Qi-compatible
charging case



Crystal clear call
with 2 mics ENC



www.philips.com/fidelio

Available at



OUTSTANDING INDIANPRENEUR OF THE YEAR 2023



Jayasri

Director

Brindavan Accounts

brindavanaccounts.com

Singapore

Jayasri is a versatile and experienced director with over 37 years of experience in the fields of audit, accounts, finance, management, M&A, and consulting. She has a proven track record of success in managing mega corporates and consulting assignments, and she is committed to providing her clients with the highest quality of service.



Dr Hema Divakar

Medical Director, Senior Consultant OBGYN Gynecologist

Divakars Speciality Hospital

divakarshospital.com

Bengaluru

Divakars Speciality Hospital is headed by Dr Hema Divakar, one of the best gynecologists in Bangalore



Arpita Aditi

Founder & CEO

Ebaco India Pvt Ltd

dilfoods.in

India

Arpita Aditi is the founder of Dil foods. She bootstrapped and ran Nutnbolt- restaurant consultancy before pivoting into Dil Foods.



Dr Arpi Mehta

Co-founder and CEO

makeO

makeo.app

Mumbai

Dr. Mehta holds bachelor's and master's degrees in dental surgery, from the illustrious Nair Hospital Dental College in Mumbai with further specialisation and certification in lingual orthodontics in Paris and Geneva. She was running her own orthodontic clinical practice before establishing toothsi.



Arpit Sahu
CEO & Co-Founder

Objectify Technologies Pvt. Ltd.
objectify.co.in
Noida(UP), India

Objectify Technologies Pvt. Ltd. was founded in 2013 at SIIC, IIT Kanpur with a small desktop 3D printing machine. We as a company have grown by leaps and bounds within the last three years and have become one of India's forerunners in the field of Additive Manufacturing/3D printing/ Rapid Prototyping in polymers as well as metal.



Kapal Suresh Pansari
Managing Director

RP tech India
rptechindia.com
Mumbai

Kapal Suresh Pansari is a Promoter and Managing Director of RP tech India. He obtained his bachelor's degree in commerce from the University of Mumbai in 2004. He has 15 years experience in the technology channel sector. He has been associated with our Company since 2007.



Ankit Mittal
CEO & Founder

Sheru
sheru.se
India

Ankit Mittal is the Co-Founder and CEO of Sheru and was a Systems Engineer at GreyOrange.



Jatin Khanna
Founder

Shareloan
shareloan.in
India

Mr. Jatin Khanna owns and manages this financial services portal [www.Shareloan.in](http://www.shareloan.in), which specialises in promoter funding, loan against shares and securities. Mr. Khanna is the managing director of Blackswan Securities Private Limited, the parent company of Shareloan.in. He has 12+ years of experience in the financial planning and stock broking space and has handled multiple product suites across business development, sales, product and securities markets.



Pinky Maheshwari
Founder

Surprise Someone
surprisesomeone.in
India

Pinky is an MBA and has worked in corporate for 10 years. Surprise Someone, SURPRISE and Bring smiles to Rural Artisans of India by bringing out their hidden talent. From Local to making them GLOBAL is our mission. We make recycled Hand made Paper where we don't cut a single tree, instead we EMBED SEEDS in our paper & our team of artists craft beautiful products from this paper, which later can be planted.



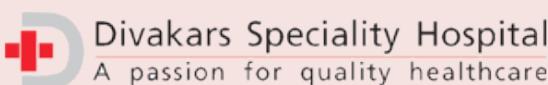
Mr. Pankaj Agarwal
CEO & Founder

TagHive
tag-hive.com
South Korea | India

Pankaj Agarwal is the Founder & CEO of TagHive, a Samsung funded education technology venture with operations in South Korea and India. He has a Bachelor of Technology degree in EE from IIT Kanpur, MS from Seoul National University and an MBA from the Harvard Business School.

DR HEMA DIVAKAR

Medical Director, Consultant ObGyn,
Divakars Speciality Hospital, Bengaluru



www.divakarshospital.com

Dr. Hema Divakar is a distinguished and accomplished figure in the field of medicine, particularly in obstetrics and gynecology. Renowned for her expertise and dedication, Dr. Divakar has made significant contributions to women's healthcare. With a wealth of experience, she has become a respected leader, advocating for women's health issues and playing a pivotal role in shaping advancements in the medical landscape. Dr. Hema Divakar's passion for improving maternal and reproductive health has garnered her widespread recognition, making her a highly regarded authority in her field.

"It is one thing to be powerful and influential, but it is another to be meaningful", cites Dr. Hema Divakar who believes in creating an impact through passion and purpose.

In addition to her clinical accomplishments, Dr. Hema Divakar is known for her advocacy

work, tirelessly promoting awareness about women's health and the importance of accessible healthcare for all. As a thought leader, she has actively participated in various international forums, contributing to the global conversation on maternal care, family planning, and reproductive rights.

Dr. Divakar's commitment extends beyond her medical practice; she has been instrumental in initiating and supporting community health programs, aiming to empower women with knowledge and resources to make informed decisions about their well-being. Her holistic approach to healthcare, emphasizing both physical and emotional aspects, reflects a deep understanding of the complexities involved in women's lives. Recognized with numerous awards and accolades, Dr. Hema Divakar continues to inspire fellow professionals and aspiring healthcare practitioners. Her legacy



BREAKING BARRIERS: DR. HEMA'S EMPOWERING JOURNEY IN WOMEN'S HEALTH, MEDICINE, AND ENTREPRENEURSHIP

*"It is one thing to be powerful and influential, but it is another to be meaningful", cites **Dr. Hema Divakar** who believes in creating an impact through passion and purpose.*

EDUCATIONAL QUALIFICATIONS:

I earned an MD from Wadia Maternity Hospital, Mumbai, and hold a Postgraduate Diploma in Medical Law and Ethics, along with a diploma from the All India Institute of Management. Completing my FICMCH in 1999 and FICOOG in 2000, both in Mumbai, supplemented my medical qualifications. In addition to my medical degrees, I possess a Masters Degree in Alternative Medicine and a Postgraduate Diploma in Preventive and Promotive Health Care. The Royal College London honored me with the FRCOG.



AWARDS OR RECOGNITIONS

I have been honored with several prestigious awards for my contributions to various fields. These include:

- FIGO Women Achievers Award in 2015.
- Global Asian of the Year in 2018.
- Excellence in Women's Healthcare Award by the Ministry of Maternal Health.
- Social Entrepreneurship Award by USAIDS & MSD for Mothers.
- CME Excellence Award for ARTIST.
- Next Brands Award for ARTIST for HER.
- CSR Times Award.
- CSR Impact Award for Divakars Service Trust.

These recognitions underscore my commitment and achievements in women's healthcare, social entrepreneurship, and community service.

extends beyond her medical achievements, encompassing a profound impact on the lives of countless individuals through her unwavering commitment to advancing women's health on a global scale.

1. Tell us about your journey (personal and professional), when you started your journey in this industry and how it is going and what is the future plan.

Born into a family deeply ingrained in medicine, where societal norms steered girls towards medicine and boys towards engineering, I obtained my MD in Obstetrics and Gynaecology from Wadia Maternity Hospital, Mumbai, in 1989. Over three decades, I've garnered

recognition as an award-winning doctor.

In 1990, post-marriage, I founded “Divakar’s Speciality Hospital” in Bangalore. Since the early days of my career, my focus has centered on addressing women’s health decisions. Despite progress, challenges persist, prompting me to not only provide healthcare but also champion impactful campaigns.

Personally, I’m dedicated to reaching women in remote areas, offering basic health education on reproductive health, family planning, and regular checkups. My goal is to empower women with knowledge, enhancing overall well-being in communities lacking easy access to healthcare services.

2. Share an insight, if any challenges you faced while running the hospital and how you overcame them. What Inspired you to get into this industry?

Establishing my own hospital as a woman meant challenging traditional norms and societal expectations, aiming to break free from gender biases in professional achievements. Actively engaging with global and national healthcare organizations, I formed strategic alliances to overcome obstacles and benefit from valuable networking.

Continuous learning, adaptation, and a commitment to high standards were key in overcoming challenges. Embracing a mindset of perpetual growth and excellence became integral to my approach.

My entry into this industry was inspired by the support and guidance of the men in my family—my father, brother, husband, and son. Additionally, my mother’s courageous approach and the influence of friends and colleagues played a pivotal role in driving me to continuously improve and excel in this industry.

3. Being an Indian entrepreneur, what message would you like to give? Your motivational mantra?

As an Indian entrepreneur, my aim is to inspire aspiring entrepreneurs by nurturing an entrepreneurial spirit, encouraging innovation, and fostering perseverance across all sectors. My motivational mantra centers on pursuing excellence and working diligently to fuel my passion with a sense of purpose.

Dedicated to making a meaningful contribution to women’s health, I acknowledge significant gaps in healthcare services for women in India. Supported by my entrepreneurial community and government-backed policies,



my journey is propelled by a passion for social change. I remain steadfast in my commitment to creating positive transformations in women's healthcare through recognition and empowerment.

4. What, according to you, is the advancement in this industry in terms of technology? Do you think your adoption of such advanced technologies has brought you and your

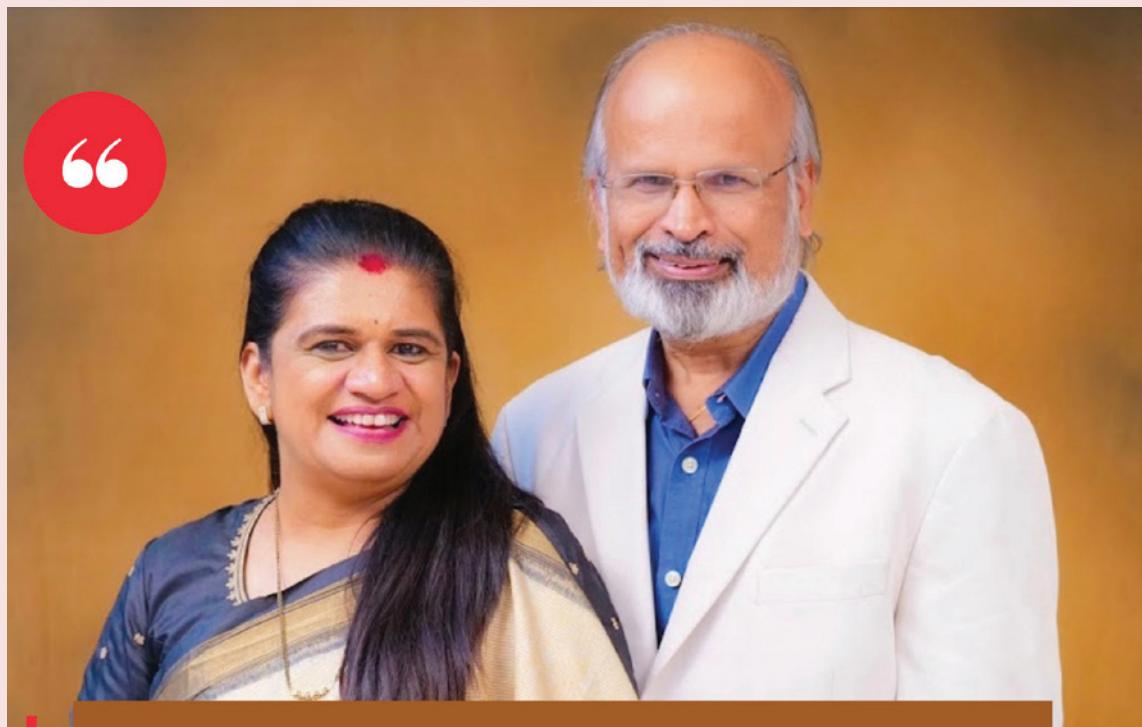
company to this elite position?

As a Gynecologist, I strongly advocate for the integration of technology, ensuring our readiness to confront evolving challenges in healthcare.

The past decade has witnessed a remarkable technological evolution in the healthcare sector. FEMTECH, focused on innovating for women's healthcare, positions itself uniquely, aspiring to

reach those yet untouched by its vision. Advanced equipment and cutting-edge AI now manage everything from patient care to diagnostics and overall health delivery.

Recognizing the transformative potential of digital technology for advocacy, awareness, research, and extensive data utilization, we established ARTIST for HER. This vertical, representing the Asian Research and Training Institute



“We are committed to doing our bit and giving back to society, and there is a joy in that. Sometimes even the smallest accomplishment can make a big difference in the life of a girl or woman, and there are many such small changes happening every day.

- Dr. Hema Divakar



Book - Science and spirituality by S. Radhakrishnan

Holiday Destination - Amsterdam

Hobby – Classical music

Role Model – My parents

Motivational Mantra – To Win you have to Begin

for Skill Transfer, embodies our commitment to revolutionize women's healthcare through digital skill transfer.

5. What are the services provided by your institute?

Our team of physicians is dedicated to providing a wide range of consultative and specialized services tailored to the unique needs of adolescent, reproductive-age, and postmenopausal women. From family planning to menopause management, our focus is on delivering top-quality healthcare.

Emphasizing preventive care and wellness at every life stage, our comprehensive services address diverse healthcare needs. From adolescent and menstrual health to sexual health, contraception, and infertility treatment, we strive to offer holistic care. Our services extend to nutrition support, immunization, pre-pregnancy and high-risk pregnancy care, lactation advice, mental well-being support,

and the management of complex gynecological cases through endoscopic surgery. We specialize in menopause care and provide long-term support for non-communicable diseases like diabetes and hypertension, with an emphasis on early detection and management of cancers in women.

At the forefront of innovation, our Femtech initiative revolutionizes pre-pregnancy care through tools for fertility tracking, hormone monitoring, nutrition guidance, mental health support, and education. This empowers women to take control of their bodies, make informed decisions, and lay the foundation for healthier pregnancies.

Covering a spectrum of healthcare services from routine check-ups to conditions like fibroids, endometriosis, and PCOS, our overarching mission is to empower girls and women with knowledge, enabling them to make informed decisions about their health and well-being.

JAYASRI

DIRECTOR, BRINDAVAN LIAN MENG PTE. LTD.



**BRINDAVAN
ACCOUNTS**

www.brindavanaccounts.com

ONE STOP SOLUTION OFFERING 24X7 ALL-IN-ONE COMPLIANCE SERVICES

The enactment of increasing number of laws in the past years has led to the exponential growth of regulatory compliance management for companies. Every year, new directives and regulations are adding complexity to compliance operations across all industries. Compliance is every company's responsibility. It is designed to comply with internal policies, applicable laws, and regulations—and to ensure that those processes and procedures are followed. Some industries are more regulated than others. For example, the financial services industry is subject to regulatory compliance designed to protect the investors and public from nefarious practices, and Healthcare

companies to strict compliance laws because they are in charge of personal and sensitive patient data.

Meeting the legal obligations and directives across global regulatory environments and keeping abreast of changes is fundamental to improve your business performance. Organizations therefore have to deal with a spectrum of issues to ensure the effectiveness of their compliance practices. Some of the issues that hamper compliance processes include time-consuming and manual processes, keeping pace with regulatory changes, siloed approaches to risk management and governance, and lack of valuable security insights.



Regulatory compliance strategies and processes provide guidance to businesses as they strive to attain their business goals. Audit reports serve to prove compliance and help an organization position itself better to customers. Having an upto date compliance process transparent to its clients helps builds trust and also improves the potential for profit. Singapore-based Brindavan Lian Meng is an example of one such company pioneering with its compliance services for the past 15 years.

“Our USP is client Service . We have revamped the website to have interactive documents uploads and downloads in the website- An customer enhancement that enables customer with transparency and timely documents services. We answer all our clients’ queries on time when they need guidance on transactions. “Promised Delivery within Promised time ”, says Ms. Jayasri, Director of Brindavan Lian Meng. Jayasri has over 38 years of experience in the accounting and finance industry. She’s worked closely with companies across a vast client base to assist them to define their company strategy, to achieve efficiencies in working capital management efficiencies, project management,

project finance and has responsibility for transition and implementation of robust Accounting and legal/tax/Compliance processes.

GOVERNMENT LICENSED SERVICES

Brindavan Lian Meng is a one stop solution offering 24x7 services that include 1. Company Incorporation, 2. Corporate Secretarial services, 3. Accounting & bookkeeping services, 4. Payroll services, 5. Tax filing services, 6. Outsourced CFO services, Advisory services in trade, logistics, finance & management, 7. Audit coordination services and Compliance services. Their Tax Agent Services have been accredited by Inland Revenue Authority of Singapore (IRAS) as Accredited Tax Practitioner.

Brindavan’s Company incorporation Services is registered under Sec 28F of the Companies Act and accredited by Accounting and Corporate Regulatory Authority (ACRA) of Singapore. In addition to Accounting and book keeping services, the company provides unaudited Financial report based on clients software excel reports and Tax computation. Thirdly, Brindavan’s Corporate Secretarial

services are registered under Section 171 of Singapore Companies Act Chapter 50, wherein a company is required to appoint a Company Secretary within six months of its incorporation. Through its Compliance services, Brindavan ensures compliance checks of its clients as specified by the Guidelines for Registered Filing Agent. The company's services are used widely by various industries including Electronics, shipping, software, e-Commerce, Pharmaceuticals, BPO, EPC, Construction, and many more.



THE TEAM AT BRINDAVAN HAS EXTENSIVE KNOWLEDGE OF THE LEGAL STATUTES IN SINGAPORE AND INDIA, AND THIS, HAS THUS HELPED THEM TO BE TRANSPARENT IN THEIR DEALINGS WHILE OFFERING PRACTICAL SOLUTIONS TO ITS CLIENTS

ONWARD AND UPWARD

The Company has been responsive since its foundation, understands the customer's vision and works to improve their business processes. The team at Brindavan has extensive knowledge of the legal statutes in Singapore and India. This has thus helped them to be transparent in their dealings while offering practical/workable solutions to its clients.

Over the years, clients from across the globe have approached Brindavan for incorporation/guidance on running the company from overseas/retainer services to

support companies in Singapore/financing for projects, notably, ship/crane finance and more. Techmatrix SG, Aquatherm Singapore and many other giants in the industry have leveraged the services of Brindavan Lian Meng. "We were also at the forefront helping customers with working capital management in 2021 to get them out of bankruptcy, a notable large Construction was one of them", adds Jayasri.

Currently, the company serves clients from India, Sri Lanka, Nepal, Maldives, Bangladesh, Dubai, Bahrain, Australia, Qatar, Dubai, Myanmar, Mauritius and Singapore. "All clients are referred to infer that existing clients are satisfied with the service that they are not only retained but also refer other clients," adds Jayasri. The company believes that answering questions of clients/participative consultancy services is the crux of the clients to refer others.

One of the most significant achievement of the company was during the Covid-19 Pandemic crisis. In 2021, it pulled a Company out of threat of bankruptcy by managing their working capital and move out of all debts of banks with the help of trade receivables. The team also refinanced a Property (SGD 5 million) during Covid-19 times which enable another client to manage its working capital efficiently.

We are currently managing working capital for another company in the verge of bankruptcy and has been relentlessly managing stakeholders concerns to revive the company .

In the future, the company hopes to set feasible expectations for its customers, offer transparency in service and provide swift and timely actions to satisfy each of the customers. "The vision is to be a company that can be trusted by customers", concludes Jayasri.



IS YOUR LAPTOP REALLY SAFE FROM ATTACKS?

PROTECT IT TODAY WITH INDIA'S MOST TRUSTED ANTIVIRUS BRAND

While you may be protected against the viruses of the real world, what about the viruses of the digital world?

Choose the world's most trusted antivirus brand that uses 30+ years of expertise to deliver unparalleled cybersecurity products and services to protect a global community of millions of home and business users from every cyber threat.



- International awards & certifications
- 30+ years of expertise
- 27 countries
- Future ready threat labs
- Made in India. Made for Everyone.

To buy our award-winning products, visit www.k7computing.com

Akshay Chopra

Leading the Revolution in
Health and Fitness with
'We R Stupid'

WERSTUPID

www.werstupid.com

Akshay Chopra holds an impressive background, having graduated from the renowned National Defence Academy and the Air Force Academy. With a background as a former Indian Air Force pilot, he also held the role of captain for the Air Force Bodybuilding team.

Beyond his aviation career, Akshay is a prolific writer, having penned numerous articles for various magazines and websites. He is also the author of more than multiple ebooks in his specialized field of research.

Akshay is known for his versatility as a speaker, having delivered lectures and talks to diverse audiences across the nation. He has addressed gatherings in defense establishments,

schools, universities, corporations, hospitals, gyms, fitness expos, and prominent events such as TEDx, Josh Talks, and the India International Science Festival.

In addition to his speaking engagements and writing endeavors, Akshay is the founder of "WE R Stupid" and "Genesis." He is also a co-founder of "Mango Herbs" and "Body Mechanics." His contributions and achievements have earned him recognition, including the BW 40 under 40 Award.

Akshay Chopra is the visionary behind "We R Stupid". It is a pioneering channel in India that stands out for its commitment to research-backed content, complemented by in-depth articles for those who want to



delve into studies and research findings. This platform is dedicated to dispelling myths and challenging established beliefs in the realms of health, fitness, and nutrition. Its primary mission is to offer its audience evidence-based information, pushing them to critically examine and reconsider long-held notions about these subjects. Instead of relying on self-proclaimed experts and unverified claims, the channel aims to foster a more educated and scientifically informed approach to health and fitness.

1. Tell us about your journey (personal & professional), when you

started your journey in this industry and how it is going and what is the future plan.

I started my journey in sports and fitness in the late 1990s. My family has a history of being involved in sports, with my grandfather being a wrestler and my mother winning national awards as an athlete. So, you could say that a love for sports and staying fit runs in my family.

However, during the 1990s, being good at sports wasn't highly valued in society. What mattered most was your academic performance, regardless of any other talents you might have. In my case, I was great at



sports but not so focused on academics, often sitting in the back of the class.

Even though I had a strong dislike for academics, I had a deep passion for reading books. I was an avid reader. Surprisingly, it was this combination of my love for sports and my reading habit that led me to successfully qualify for the prestigious National Defence Academy (NDA). My experience at the NDA completely transformed my outlook on life.

After my time at the NDA, I joined the Air Force Academy, where I underwent rigorous flying training and subsequently received a commission in the Indian Air Force (IAF) as a pilot. I vividly recall my initial posting in the beautiful city of Baroda. Despite having an exceptionally demanding flying schedule, I remained committed to my fitness routine and managed to maintain a regular workout regimen.

One day, while I was exercising at a local gym in the city, a group of coaches approached me and persuaded me to enter a bodybuilding

competition. After approximately 8-10 months of rigorous preparation, I took part in my inaugural competition, which happened to be Mr. Baroda, and proudly secured a gold medal.

This achievement caught the attention of the Indian Air Force (IAF) bodybuilding team, and I was extended an invitation to join their ranks. From that point onward, there was no turning back. Over the next few years, I consistently participated in and triumphed in various competitions at the state, inter-services, and national levels.

The best part of my journey was the practical experience I gained from top coaches in various sports. However, I always felt a lack of theoretical knowledge behind what I was doing.

So, I began studying exercise science, nutrition, and more, and earned international certifications. Still, I felt something was missing, which led me to conduct independent research in fitness and nutrition.

I started by writing articles, giving talks, and authoring books. After retiring, I ventured into fitness through my YouTube channel, WE R STUPID, and the Genesis online fitness program, with clients from 42 countries.

I also founded Mango Herbs, offering over 20 natural products backed by solid research, blending ancient Ayurveda with modern science. I received the Business World 40 under 40 award.

2. Share an insight, if there were any challenges you faced while running the company and how you overcome them. What Inspired you to get into this industry?

We R Stupid was initially created to debunk myths, eliminate misinformation, and offer evidence-based facts in the fields of fitness, nutrition, and lifestyle. It started as a YouTube channel and has since grown to encompass various aspects of fitness and nutrition, including the online coaching program GENESIS, serving people of all ages from over 42 countries. We also launched MangoHerbs, a health supplement company, among other ventures.

My current focus is on expanding the product range and customer base for MangoHerbs. What began with a single product has now expanded to over 20, with a goal of reaching 50 or more. Over the next 5 years, our target is to achieve an annual revenue of over 100 crores and to venture into areas like skincare and haircare.

3. Being an Indian startup entrepreneur, what message would you like to give? Your motivational mantra?

Entrepreneurship in India presents unique challenges, but it also offers tremendous

rewards. With access to the world's largest client base and market, success is within reach. However, it's essential to grasp the psychology of the Indian customer and define your target market clearly.

Set ambitious but well-defined goals, and then put your all into achieving them.

4. What, according to you, is the advancement in this industry in terms of technology? Do you think adopting to such advanced technologies has brought you and your company to this elite position?

Technology has transformed the health and fitness industry, making it accessible to people of all ages and backgrounds. For example, my brand, MangoHerbs, is entirely online,

► **Book** – I've learned from hundreds of books, and I can't pick a favorite.

► **Holiday Destination** – I enjoy exploring holiday destinations worldwide, each with its own unique charm and beauty.

► **Hobby** – Reading books, and workouts

► **Role Model** – I've been inspired by many people throughout my life, each at different stages, so I don't have just one role model.

allowing us to provide quality products to customers worldwide with a simple click. This technology eliminates the need for intermediaries and ensures that customer benefits from improved product quality.



CREDIT CARDS

Welcome to a world that's beyond the ordinary



To know more & apply, give a missed call on **BANK (**2265) from your mobile phone

BEST-IN-CLASS PRIVILEGES WITH

YES ✓ FIRST CREDIT CARDS



Best Interest Rates



Lifestyle Benefits like Airport Lounge Access, Concierge Services & more



Strong Rewards Program with points that never expire



NFC enabled Cards for Contactless Payments



Exciting benefits across Dining, Shopping, Travel, Entertainment & much more

#PowerToGoBeyond

INDIA bole YES ✓

1,040 Branches Pan India | 1,800+ ATMs | 20,000+ YES BANKers

Website: www.yesbank.in #INDIAboleYES

Currently available in select cities.

WROGN



SEE YOU ON THE OTHER SIDE

OUTSTANDING
INDIANPRENEUR
OF THE YEAR 2023



Anjali Deswandikar

Design Director, Lollypop Design Studio



LOLLYPOP.DESIGN

A TERRALOGIC COMPANY

lollypop.design

1. Tell us about your journey (personal & professional). when you started your entrepreneurial journey.

I am from Mumbai, a city that never sleeps. My dad was an architect, photographer and avid traveler. My mom has been a homemaker, teacher but a highly disciplined one. With them I spent all my vacations while growing up traveling across the country and exploring different places, people, cultures. I studied Physics and Computers as my major for Bachelors to feed the constant curious mind. I then followed a design path to enter the world of creativity. Doing a diploma in design gave me a toolkit to enormous ways of thinking about a solution to any problem.

Today I have spent more than 20 years in the field of design working in the areas of graphic design, e-learning, visual design, UX design, Research and building design teams and design practices. I am a design leader and I have developed my expertise into building sustainable design teams that grow and last long.

In January 2018, I started as a design/location lead for Lollypop at Mumbai as its second location. I had to step into all types of roles to grow the Mumbai location and design team while handling projects and making sure we made profits for that location. From my upbringing, I practiced a disciplined and hard-working approach towards things until they are done, a freedom to experiment new things and take up any challenge. From my education of science and design, I brought a methodical and structured way of working to the design projects and to the design teams. From my past experience of working with bigger and smaller companies, my background helped me to streamline/set new processes and career paths for the design team, hiring structure, and learning initiatives.

2. Share an insight, if any challenges you faced while running a business in the US market as an Indian.

In January 2022, I moved to San Jose, California to start the design studio and expand design services in the US. Every land has its own flavor and challenges. The US has a great design and tech maturity. The Bay area is the land of Startups. While selling design services I had to speak the same language that is understood by the startups or other companies who are

Educational Qualifications

- B.Sc. (Major in Physics and Computers)
- Diploma from CDAC in Advance Computer Arts
- P.G. in Instructional Design from Symbiosis
- Certified Usability Analyst (HFI)

Here's the list of podcast I have given:

■ A Tactical Guide To Building Self Sustainable design team:

<https://lnkd.in/gn4r6KVR>

■ Building Design Teams That Scale with Anjali Deswandikar:

<https://podcasts.apple.com/in/podcast/building-design-teams-that-scale-with-anjali-deswandikar/id1350595015?i=1000581446046>

■ How to achieve business goals & add value through design:

<https://www.youtube.com/watch?v=y-mqqQ7dzNM>

■ Inclusivity in Design : A panel discussion on International Design Day'21:

<https://www.youtube.com/watch?v=iUvWweMb8CI>

Most Loved:

- Book

Master your Emotions - Thibaut Meurisse

- Holiday Destination

Pangot, Uttarakhand

- Hobby

Pottery

- Role Model

My Father, Arun Agnihotri

- Motivational Mantra

You have one life to execute what you intend. Don't let things happen to you accidentally and you see life pass by. You have a great power in this life to change as many lives as possible!

interested in taking our design services. The other challenge was approaching these companies and building the trust with our design team and capabilities. The biggest learning was, offer what's needed for the time, build trust and then move forward.

1. Tell us about your journey (personal & professional). when you started your entrepreneurial journey.

I am from Mumbai, a city that never sleeps. My dad was an architect, photographer and avid traveler. My mom has been a homemaker, teacher but a highly disciplined one. With them I spent all my vacations while growing up traveling across the country and exploring different places, people, cultures. I studied Physics and Computers as my major for Bachelors to feed the constant curious mind. I then





followed a design path to enter the world of creativity. Doing a diploma in design gave me a toolkit to enormous ways of thinking about a solution to any problem.

Today I have spent more than 20 years in the field of design working in the areas of graphic design, e-learning, visual design, UX design, Research and building design teams and design practices. I am a design leader and I have developed my expertise into building sustainable design teams that grow and last long.

In January 2018, I started as a design/location lead for Lollypop at Mumbai as its second location. I had to step into all types of roles to grow the Mumbai location and design team while handling projects and making sure we made profits for that location. From my upbringing, I practiced a disciplined and hard-working approach towards things until they are done, a freedom to experiment new things and take up any challenge. From my education of science and design, I brought a methodical and structured way of working to the design projects

and to the design teams. From my past experience of working with bigger and smaller companies, my background helped me to streamline/set new processes and career paths for the design team, hiring structure, and learning initiatives.

2. Share an insight, if any challenges you faced while running a business in the US market as an Indian.

In January 2022, I moved to San Jose, California to start the design studio and expand design services in the US. Every land has its own flavor and challenges. The US has a great design and tech maturity. The Bay area is the land of Startups. While selling design services I had to speak the same language that is understood by the startups or other companies who are interested in taking our design services. The other challenge was approaching these companies and building the trust with our design team and capabilities. The biggest learning was, offer what's needed for the time, build trust and then move forward.

“

Lollypop.design is a global design studio that offers curated services like Design Audit, User Research, Usability Testing, UX, UI and Data Visualisation

”

3. Tell us about your company's product/ services. What's the future plan?

Lollypop.design is a global design studio that offers curated services like Design Audit, User Research, Usability Testing, UX, UI and Data Visualisation. Currently, we have eight design centers around the world. We have US studios in Dallas, San Jose, and Salt Lake City. Among our US clients are Collebra, Cisco, Avesha, MissionBio and others, and we have worked with industries HealthTech, eCommerce, Fleet Management, Cloud Services, SportsTech, Media & Entertainment. Future plans are to expand not just in the US but globally in countries like Singapore, Australia as well.

4. Please attach an open message to all those Indian entrepreneurs who are working hard towards making it big in this competitive world.

In this competitive world to make it big and to disrupt, you need an edge over your competitors.

One needs to build the business slow and steady in early stages with more focus on Marketing and Sales. If you are building a product, Discovery & Onboarding are the key for Disruption.

5. There is a wave of startups in India, What's suggestion would you like to give them if they are planning to go global?

Startups come with unique challenges,

- a. Not all startups know design
- b. Different thoughts within stakeholders
- c. They come in with a very scratchable idea
- d. Their competitors have set a high benchmark
- e. 3 basic elements to play with - Time, Budget, Go-to-Market

If a startup wants to go global then launching the product at the right time in the market and doing constant research/testing to build a strong case study is important. When going to another country, speaking the language of the new country through Marketing is the key along with tweaking the product to fit the users of the new land.



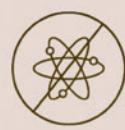
World's 1st

Ayurvedic Hair Oil with
FREE Heater

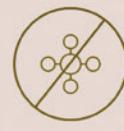


Visit truhairandskin.com for more!

040 45210122



0% Sulphates



0% Parabens



0% Silicones



0% Toxic Chemicals

Pallavi Ahluwalia

Attorney & Owner Ahluwalia Law Offices

Ahluwalia Law Offices:
Providing a complete suite of law services
for your corporate and immigration needs



ahluwalialaw.com

Working mothers are unstoppable, and Pallavi Ahluwalia is one such example of a driving force. She is a mother of three boys, a Managing Attorney and the owner of Ahluwalia Law Offices, a leading law firm known to immigrant communities across Dallas and the East Coast.

This noteworthy attorney, Pallavi, represents both companies and individuals by taking on the complete suite, from the corporate needs of companies to immigration requirements.

Regardless of company size, whether publicly traded corporations, small businesses

or entrepreneurs, Pallavi does best in her niche to provide tailored business solutions.

She prides herself in providing guidance in H1Bs, taking on hundreds of H1B cases each quarter. She offers nuanced advice to immigrants in various categories of H1B, L1, EB1, E2, and EB 5.

**1. TELL US ABOUT YOUR JOURNEY
(PERSONAL & PROFESSIONAL),
WHEN DID YOU GET STARTED ON
YOUR ENTREPRENEURIAL JOURNEY?**

I started my career when I was a mother of three boys, all under the age of 5. Although



Educational Qualifications:

English honors, MA English, M Phil English and Doctor of Jurisprudence (JD)

Awards or recognitions received:

Melvin Jones Humanitarian award for service, Top 50 women attorneys by the Minority Counsel. And the most recent being the Fellow of the Texas Bar Foundation- an award and recognition reserved for the top 1/3rd of the top 1% of Texas attorneys.

I was aware that big firms posed a series of challenges for working mothers, like many, I was keen on working on my own.

My husband played a major role in this, from the initial payment to encouraging me to ‘trust the journey’. My confidence to keep at it stemmed from my upbringing, a child of an Indian air force officer. That said, the unwavering diligence, research and support from family and friends made Ahluwalia Law Offices what it is today.

2. SHARE AN INSIGHT IF THERE WERE ANY CHALLENGES YOU FACED WHILE RUNNING A BUSINESS IN THE US MARKET AS AN INDIAN.

Challenges weren’t related to where I came from, rather, my success as a lawyer is related to being an Indian. Every business owner thrives on their niche and product. Despite starting my law career with a portfolio of services, my interest and success was tied to immigration practice and

representing companies early on and for that, I am thankful to the Indian and South Asian clientele. I didn’t face any major challenges, maybe a few small hiccups that are expected as you move to the next part of your growth.

3. TELL US ABOUT YOUR COMPANY’S PRODUCTS/ SERVICES. WHAT IS IN STORE FOR THE FUTURE?

Primarily, we are a corporate immigration firm that is deeply vested in a corporation’s journey of growth, expansion and hiring the best talent within the framework of the US immigration laws.

Furthermore, we set up companies seeking to establish themselves in the US through their initial phases. We are recognized for successfully taking complex immigration cases and overturning denials that companies have received while getting L1s, EB1Cs and EB1As approved.

The firm efficiently handles the H1B filings for companies from small to large while offering guidance on issues about immigration that any growing company in the US experiences while partaking in the US immigration process.

Growth is crucial, hence reaching out to Indian companies who are looking to set up in the US as well as keen on bringing in their C suite and other specialized workers into the US.

4. PLEASE ATTACH AN OPEN MESSAGE TO INDIAN ENTREPRENEURS WHO ARE WORKING TOWARDS MAKING IT BIG IN THIS COMPETITIVE WORLD.

Stay at it. There are no shortcuts, be ethical and communicative with your customers.



Book: The Warmth of Other Suns by Isabel Wilkerson

Holiday Destination: Evian le Bains, Chamonix

Hobby: Cooking, entertaining, reading and traveling.

Motivational Mantra: Do your best and while at it, stay in balance.

Work towards being recognized for the quality you provide while hiring like-minded people.

5. THERE IS A WAVE OF STARTUPS IN INDIA, WHAT SUGGESTION WOULD YOU LIKE TO GIVE THEM IF THEY ARE PLANNING TO GO GLOBAL?

Placing your faith in the journey is part and parcel of the success that takes you from where you are to where you see yourself. The US welcomes businesses that add value to the country in any way, big or small-the formula for success is built into a supportive government structure which doesn't come in the way of your growth. A few initial formalities as a company owner and you are on your way to achieving your goal.

AMD



**INDIA'S
MOST DESIRED BRAND**

TRA's Desired Brand Report - India Study 2021

PERFORMANCE THAT FLIES

Upgrade to Windows 11 Pro and
AMD Ryzen™ PRO Mobile Processors, for
speed that keeps you ahead of the curve.

AMD
RYZEN
PRO

Windows 11





The source for tech buying advice

techradar.com

OUTSTANDING
INDIANPRENEUR
OF THE YEAR 2023



Bindu Chinthan

Product Manager

CGI

cgi.com/en

Bindu Chintha is a certified Project Management Professional (PMP) and certified Scrum Professional-Scrum Master (CSP-SM) who has been working in the fields of technology and leadership for over 20 years.

Her qualification does not end there! Bindu holds a master's degree in Psychology and is currently pursuing a PhD in Yoga & Spiritual Science. As a certified Yoga teacher and Mindfulness trainer, she's been teaching yoga and conducting Mindfulness workshops for 10 years and more.

What's more? Bindu has graced several stages across the globe as a speaker. She's not only a TEDx speaker but also a John Maxwell Certified speaker, trainer and coach. Bindu's inspiring talks has led to bringing out her signature Podcast show – Inspire & Empower!

With a passion for self-growth, she strives to bring concepts of Emotional Intelligence, Mindful Leadership and Positive Psychology through her seminars, workshops, and keynote speeches.

Additionally, Bindu has been a passionate member of Toastmasters and has acquired a Distinguished Toastmasters award (DTM). Her dedication to Toastmasters Education Program is visibly seen in her youth leadership programs. She also chartered the first-ever Toastmasters Gavel Club in her community.

Merging her two passions - public speaking and yoga, she brought forward a unique club, 'Mindful Masters', which focuses on discussions about meditation and mindfulness. That said, Bindu has been instrumental in starting three new Toastmasters clubs for adults in her community, for the spiritual community she is a part of, and one at her workplace.

Aside from her ambitious streak, her much-loved hobby is running.

She is a 10-time marathon runner and

has participated in several iconic marathons, including Boston, Chicago, New York, and London! Moreover, Bindu holds a Guinness World Record Title for participating in the record-breaking event of the Virtual London Marathon.

1. Tell us about your (personal & professional) entrepreneurial journey and when you got started on it.

► **Educational Qualifications:** Bachelor of Engineering (Computers), Master's of Science (Psychology), Currently perusing PhD (Yoga & Spiritual Science)

► **Awards or recognitions received (if any):** TEDx Speaker, John Maxwell Certified Speaker, Trainer, Coach.

► **Guinness world Record holder as a 10-time Marathon Runner**

My grandfather had lost his father at a very young age. His mother brought him to live with his uncle in a rural town that didn't have schools. His uncle had a family business and told my grandfather that he could join him once he grew up. However, my grandfather didn't want to become a burden; he also wanted to study and have a job.

When he was around 12, he wrote a note, took some money, left his home, moved to a distant city, and began studying. After getting a high school diploma, he joined as an associate in a government job. With hard work and dedication, he slowly grew in the company and retired as a Superintendent equal to the Senior VP position. His whole life story – from starting at such a young age and leaving the comforts of his family behind to raising a family of

six children while not depending on anyone, inspires me beyond words. Knowing this helped me become courageous in overcoming any obstacles that stood in my way of achieving my goal.

- **Book:** The Success Principles by Jack Canfield
- **Holiday Destination:** Hawaii
- **Hobby:** Running
- **Role Model:** Joel Osteen!

My father is the fourth of nine siblings. In his family, everyone was a farmer who managed their fields. When my father was young, he had health issues and could not attend school. Due to his frail health, he wasn't encouraged to go to school. Regardless, he was keen on studying, even when there were no schools in his town.

He would walk, ride his bicycle, or take any transportation available to travel 10 kilometres to a nearby school in another town. No lunch was packed or prepared in the early morning hours. His mother used to send lunch on the afternoon bus to school. Sometimes the bus would arrive late, or there were some instances they forgot to send it at all.

These obstacles didn't hinder his determination to complete his degree. On completing his education, he moved to a different state to work and eventually retired as an all-India head of his department. As his eldest daughter, I learned to be determined and keep my eye on the goal despite challenges.

That said, my grandfather and father are two of the most influential people in my life. Their hardship and success have taught me that education is important among many others.

With that, you will not only serve your own family, but society as well.

I'm proud to share that I'm the first girl in the entire generation of my family who completed her bachelor's degree in computer science. My grandfather went to work in a different city. My dad went to another state, and I moved to a new country for work.



Merging her two passions - public speaking and yoga, she brought forward a unique club, 'Mindful Masters', which focuses on discussions about meditation and mindfulness

2. Please attach an open message to all Indian women entrepreneurs who are working towards making it in this competitive world.

Focus on the Positive!

We are what we think, and our world is the fruit of our thoughts. Reality is nothing more than a projection of everything that goes through your mind. According to the Law of Attraction, what we pay attention to, grows. Thus, if we focus on positive things, we will flourish.

I encourage you to work toward a positive lifestyle as it changes lives. Each day you wake up, you can decide how your day will go. Living this way led me to my purpose and made each achievement possible. When you focus on the positive, you move toward what you want.



Creating a single platform
for National Grid's multiple buyers
with multiple technologies. That's
certainty

National Grid, that owns and operates an array of electricity transmission and gas distribution operations across the UK, wanted to sell four of its gas distribution networks. Timely delivery of quality data was the most crucial aspect of the separation process. As one of the world's fastest growing technology and business solutions providers, Tata Consultancy Services (TCS) managed this complex data migration process by adapting to the varied technology landscape and extraction schedule of each buyer. TCS also worked with other vendors and built a common migration platform which reduced costs and simplified the process. And of course, enabled National Grid to experience certainty.

TATA CONSULTANCY SERVICES
Experience certainty.

IT Services ■ Business Solutions ■ Outsourcing

To learn how your business can experience certainty, visit www.tcs.com

OUTSTANDING
INDIANPRENEUR
OF THE YEAR 2023



Kalaivani Chittaranjan

Founder & CEO, Mintbook

 mintbook

mintbook.com

Kalaivani Chittaranjan, a.k.a. Vani, is the founder and CEO of Mintbook, an educational technology platform for institutions and corporates. Kalaivani has over 25 years of leadership experience in technology (PKI, mobile wallets, blockchain, semantics) and the oil industry. She was associated with EdTech for the last eight years; before which, she was MD & CEO of eMudhra Limited and involved with Public Key Infrastructure (PKI) & Digital Signature business and Fintech consumer solutions.

Kalaivani holds several professional qualifications including Chartered Accountancy, Cost Accountancy, Certified Information Systems Auditor (CISA, USA) and Certified Internal Auditor (CIA, USA). She is an alumnus of the Indian Institute of Management (Bangalore) and was also part of international business expeditions.

That said, Kalaivani's hard work doesn't fall short. She was recognized as 'Women Entrepreneur' (2016) by eMERG, awarded 'Startup of the Year' (2018) by MEITY (GOI), noted as 'Women in Technology' by Indo-US Science and Technology Forum and presented in TiE, Silicon Valley, USA.

1. What do you offer your customers?

Kindly elaborate

Established in 2013 in Bangalore, Mintbook has ventured to India, the USA, Canada and Kenya. It provides a Unified Learning Platform to educational institutions and corporates to ensure they manage their e-learning holistically, such as courses, digital library, and training. Within the last nine years, the Mintbook brand has earned a name in digital learning. With over 250+ educational institutions, 40+ enterprise clients, 1500+ Community Libraries and 30

► Educational Qualifications:

Chartered Accountant, Cost Accountant, CISA, USA, CIA, USA, EGMP (IIM-B)

► Awards or recognitions received):

- Women in Technology, Indo-US Science & Technology Forum
- Women Startup of the year, eMERG
- Startup of the year, MEITY

million+ end users, this thriving platform is secured, stable and scalable for SaaS delivery models.

Mintbook enables millennials to learn in an engaged, gamified, self-regulated, exploratory, and interactive manner (medium) by providing access to curriculum-mapped, personalized learning outcomes driven by digital content (media) in an integrated learning platform. Having over 100+ partnerships with reputed publishers' digital rights, Mintbook Digital Library holds one aamil+ collection in 10 regional languages (including English & Hindi), curated for each segment and targeted learners. The Unified Learning Platform allows the creation of courses and managing the training schedules to ensure the organization has a holistic knowledge and training management system in place.

Furthermore, Mintbook carries out large-scale projects for the Government of Karnataka and Gujarat, the National Aids Control Organization (NACO), the Geological Survey of India (GSI), Canara Bank, the State Department of Public Libraries and multiple cities in India

“

Mintbook 2.0 aims at moving into edutainment and immersive learning experiences in the metaverse platform



and educational institutions. The brand is recommended for all technical universities. Also, it is empanelled in NEAT (National Education Alliance for Technology) by AICTE (All India Council for Technical Education), the governing body for Engineering Universities in India.

Kalaivani holds a patent in IoT technology-based Digital Learning Device for a private network to learn or for under-connected regions (MBOX). It is the solution for digital transformation in education in remote and tribal areas, such as rural schools, garment factories and gram panchayat libraries. Additionally, Mintbook has received multiple awards, including Smart Villages, Startup India, Indo-US Science & Technology Forum (USSTF), Ministry of Electronics and Information Technology, and the Government of India, among many others.

2. What is the future plan of your business?

Mintbook 2.0 aims at moving into edutainment and immersive learning experiences in the metaverse platform. Considering the need for experience, engagement and self-efficacy of learners, the proposed platform uses a technology framework that allows continuous interaction. What's more? Mintbook is planning to expand its operations in North America and Africa regions.

3. According to you, what is the advancement in this industry in terms of technology? Do you think adoption of such advanced technologies has brought you to an elite position?

Innovation and technology advancement is a continuous phenomenon of human evolution.

We are at the cusp of a high level of human-machine convergence, and knowledge and learning is critical to harness and grow one's skills. Hence, any technology advancement that can elevate the human capital will drive an exponential growth for society and country. For India, digital inclusivity in education and learning is key for the next decade's growth potential. Needless to say, Mintbook had invested in digital inclusivity innovation for rural and BTL population; it is the result of investment in various collaboration with state governments, rotary international, clothing brands and NGOs. We are able to provide digital learning opportunity to millions of children, women and youth in villages, garment factories, government schools, tribal areas and more. I strongly believe in that saying, 'what is technology if it cannot provide the knowledge of human race to the common man in a remote village in India'; this is a grass root innovation in inclusive education.

Furthermore, the team's experience in getting the pulse of the learners and continuously adapting the product to accommodate the needs has paved the way for metaverse in e-learning for Mintbook. It will be a game changer in the history of e-learning for institutions and players in the education industry, putting Mintbook on the map of EdTech innovation.

4. Please attach an open message to all Indian women entrepreneurs who are working towards making it in this competitive world.

Persistence and sustenance is the key! You have a dream, and only you can make it happen, so never quit the chase. Believe that the competition is with yourself, and you don't have to compare with others. Nothing

is easy, and only challenges bring success and agility in oneself. Challenges are not failures. Most women wear multiple hats and own the responsibility of motherhood and family at the peak of their careers. However, she cannot do it all by herself and needs the support of family and friends. Therefore, she should work out a functioning system with her family members, sharing her responsibilities so that she can chase her dreams.

- ▶ **Book:** Turn the Ship Around
- ▶ **Holiday Destination:** Kashmir
- ▶ **Hobby:** Watching documentaries
- ▶ **Role Model:** Kiran Mazumdar-Shaw

5. Why is there less contribution of women entrepreneurship in India? What's your view point?

Women are designed to protect their families with stability and prosperity; This holds her down, preventing her from taking risks and plunging into entrepreneurship. Startups and entrepreneurship are building the future fabric of our society with innovative technologies and impacts. It is crucial for women to contribute to building this fabric for all of us. Recently, many initiatives have been taken by the government, consortiums and venture capital to boost women's entrepreneurship in India and globally. I find that more women-led startups emerging as unicorns and role models for other girls will change the ratio and fuel the aspirations of many women.



PERSONALISING TECHNOLOGY

FIND YOUR TECHNOLOGY. DISCOVER YOURSELF.

At Reliance Digital, find technology that's just right for you and do the things you love doing.



LATEST
AND WIDEST
CHOICE



UNBIASED
EXPERT
GUIDANCE



RESQ
PERSONALISED
SERVICE

FIND YOUR NEAREST STORE AT
WWW.RELIANCEDIGITAL.IN

/ RelianceDigital

/ RelianceDigital

/ RelianceDigitalTimes



India's Most
Innovative
Salon

BECOME A YLG FRANCHISE PARTNER

Owning the most reputed
beauty destination

Exclusive Access to
Products & Training

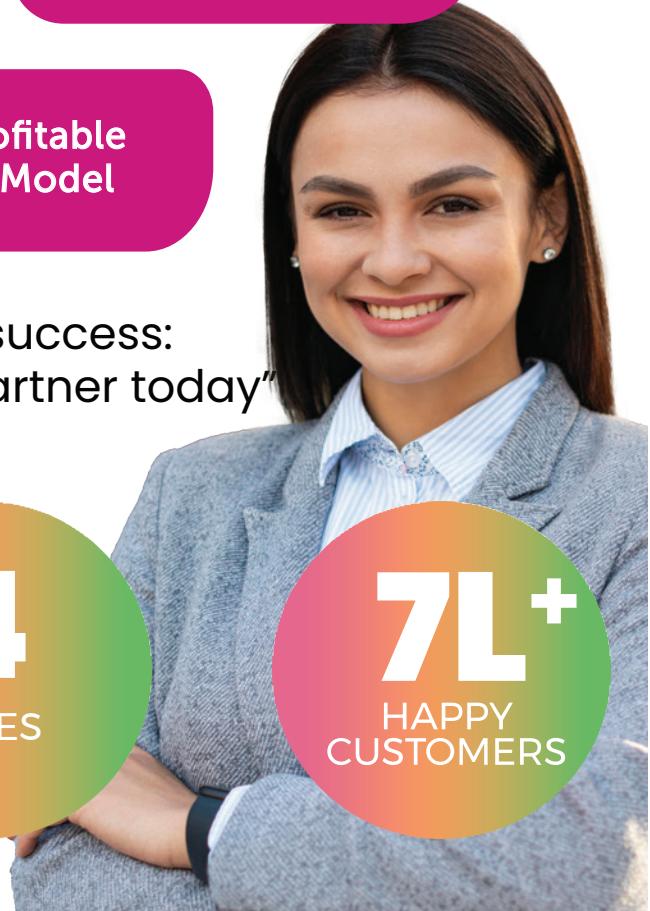
Highly Profitable
Business Model

"Invest in success:
become our partner today"



50+

SALONS



4

CITIES

7L+

HAPPY CUSTOMERS

Get in touch
with us today!

99728 43388 /
franchise@ylg.co.in

Indianpreneur