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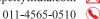
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"Innovation distinguishes between a leader & a Follower" - Steve jobs

Editor's Note

ogistics Industry includes all supply chain activities such as transportation, customer service, inventory management, the flow of information, and order processing.

As India rises as one of the hot destinations for investment, it is looking towards the region to expand its business.

India is connected by hundreds of shipping lines in various countries. The country boasts the world's one of the busiest transshipment hubs. It is also proximate to the world's major markets. Sea and airports of India are readily accessible through a well-planned domestic road network, ensuring that companies based in India are better positioned to serve customers and manage their operating entities, not only in Asia but globally. The transport sector in India is expected to grow at a CAGR of 5.9 percent, thereby becoming the fastest growing area of India's infrastructure sector.

This month, we have seen a flurry of big deals being done in the sectors like Supply Chain & Logistics. Currently, highways, ports, inland waterways, and railways are part of India's planned multi-modal logistics hubs. The new plan projects the logistics sector to grow up to \$360 billion by 2032 from the present \$ 115 billion. This ambitious multi-modal program will reduce logistics costs and make our economy more competitive.

With the publication of this issue -Fastest Growing Supply Chain & Logistics Companies in India, we examine the Supply Chain & Logistics firms growing exponentially. This issue exclusively features Accex Supply Chain Solutions, Excel Maritime & Logistics, Freightwalla, Vangard Logistics, Xcell Supply Chain Solutions.

There is a surge of investments pouring in from the Western and Asian regions that need to move swiftly to accommodate incoming interests. Many startups are attracting investors.

We have decided to launch our daily service to keep our readers updated with the daily news and events. Keep following TCM's website www.theceo.in

Submit your suggestion on what you would like to see more of in The CEO Magazine.

Warm Regards

Shrikant Pandey

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The CEO Magazine Representation of the CEO Magazine for Business Leaders & Decision Makers

VOL7. | Special Edition | April - 2022

PUBLISHER: SHRIKANT PANDEY

EDITOR: RAM MOURYA

EDITORIAL TEAM

Puja Bhardwaj Purnima Narang Ashish Urmaliya Kaushal Kumar Aditya Kumar

DESIGN TEAM

Graphic Designer - Kundan Jha, Aman Verma

<u>ADVERTISEMENT -</u> (printad@theceo.in) **Sr. Operation Manager -** Anil S Koranga

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CIRCULATION & SUBSCRIPTION

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ONLINE - (onlinead@theceo.in) Pramod Rawal, Vijay Sen

HR DEPARTMENT - Neelima Dutt and Sanjay Verma

REGISTERED OFFICE:

INDIAMANTHAN PUBLICATIONS AND MEDIA PRIVATE LIMITED

Magazine Dept:The CEO Magazine L-29, Bal Udyan Road, Uttam Nagar West, New Delhi - 110059 Ph. 011-41219292

Email: feedback@theceo.in

CORPORATE OFFICE:-

1101 Kirti Shikhar Janakpuri District Center, New Delhi-110058 **Ph.** 011-41219292 **Email** corporate@theceo.in

Cover Price: Rs. 349/-

ISO 9001:2015 Certified ISO 14001:2015 Certified

OHSAS 18001: 2007 Certified

The CEO Magazine does not accept responsibility for returning unsolicited and photographs. All unsolicited material should be accomplished by self addressed envelops and sufficient postage.

Printed, published and owned by Shrikant Pandey printed at Tanuj Process, A-21/27, Naraina Industrial Estate Area, Phase- II, New Delhi - 110028 and published at L-29, Bal Udyan Road, Uttam Nagar West, New Delhi-110059

Editor: Ram Mourya RNI No. DELENG/2015/70020

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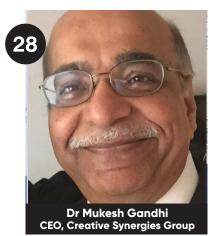
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Integrated Manufacturing Excellence Initiative





8 manufacturers paving the way for success...

These professionals have shown true commitment to excellence with their persistent efforts. They faced the test of time and emerged victorious. IMexI would like to extend our heartfelt congratulations to all the winners.

The Medallions

















As a token of appreciation for their hard work, these participants were conferred the medallions in the presence of luminaries such as Mr. Ajay Shankar, Mr. Vinod Grover, Mr. Vijay Kalra, Dr. N. Ravichandran, and Mr. Pradeep Banerjee

Announcing the Launch of IMexI 2021, in a New Avatar, Version 2.0



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Excel maritime



Excel group

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EXCEL MARITIME & LOGISTICS PVT LTD, established in 2006, is an ISO 9001:2015; 14001:2018 & 45001:2015 certified company that offers a one-stop solution for a whole range of EXIM Services. They are a comprehensive service provider and customer-focused organization dealing with Turn-key project services and consultancy services. With constant Innovation and consistent value addition, they provide quality and professional services to the clients with a time-bound approach for all kinds of EXIM & logistics solutions. They are one of India's largest shipping logistics companies to have received prestigious accolades like "The Best Navigator" (2012), by Times Group, "Best Project Cargo Mover and C & F Agent", by Shipping Times of India & "Top 10 Most Promising Companies in Logistics", Silicon Magazine.

EXCEL Maritime holds rich experience in Legal activities providing end-to-end services such as Foreign Trade Policy, Customs and Central Excise related activities. In addition, they also specialize in freight forward ing, ship chartering (air & sea), logistics & haulage, project/ process cargo and EXIM trade activities and are associated with industries like windmills, power & energy, paper & pulp, metro, boilers and many others.

While offering end-to-end solutions, the operations are backed by a highly



skilled and potential team that works on speeding up the entire process saving more time which in turn favours the client in saving much of their financial resources. In a process industry cost optimization in supply chain management is crucial and so the operations are done with utmost precision to avoid any barriers.



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Rtn. PDG.Er.Muruganandam. M

B.E., M.B.A., M.S., MFT, PGDMM., DEM

Chairman Excel Group of Companies

Muruganandam M, who hails from Tiruverumbur, Trichy is the Chairman of Excel Group of Companies. He is fondly known as MMM in his close circle. He is a voracious reader who has his Industrial Engineering in IIIE, MS in BITS Pilani, MBA Finance in IGNOU & Master of Foreign Trade in Pondicherry University.

MMM is a Chartered Engineer with more than 25 years of experience in Supply Chain Management. He is one of the most sought after EXIM consultants who started Excel Maritime & Logistics in 2006 with its headquarters in Chennai. The company branched out across 14 cities in India and East Asian countries. He leads a vibrant team and calls himself a co-passenger who has ventured into multiple business verticals that comprise EXIM services, Supply Chain Management, Human Resources, Job Portal, Tours & Events, Trading, Infra structure & Energy Sector.



As a first-generation entrepreneur, Chairman MMM always motivates the young aspiring entrepreneurs in the EXIM, Logistics/ Supply Chain Management fields. He says the main objective of SEZ & EOU is to concentrate more on exports to bring in more foreign revenues & increase employment opportunities which will be possible only if more entrepreneurs emerge. He heads a highly disci plined expertise crew that manifests effective teamwork. He is a charismatic leader who embraces promising youngsters. A healthy business regimen, defined goals, smart work, and perseverance are the assets that helped him accomplish his dreams.

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Opening Quote (quote on what motivates you/ a quote by someone you admire)

I follow two important quotes in my life. They help me keep up my spirits high and I also strongly advocate them to the people that I meet.

"Dare to Change..!! Dare to Shape..!!" whenever or wherever there is a need to change, I always believe that we must dare to bring out the change we desire and chisel them in the right way.

"KEEP GOING ...!! KEEP DOING...!! KEEP GIVING...!! - I follow this as a life principle that motivates, helps me perform more and maintains a perfect balance of my personal, professional and social life.

Dare to Change..!!
Date to Shape..!!

Keep Going..!! Keep Doing..!! Keep Giving..!!

Briefly tell us about yourself, your industry, and your brand?

Hailing from a small township Tiruverumbur near Tiruchirapalli, I've had my schooling done in a Panchayat Union School. An avid reader & hard worker with a quest for knowledge kept me acquiring various degrees from

reputed educational institutions in our nation.

I'm a Chartered Engineer with more than 25 years of experience in Supply Chain Manage - ment. Excel Maritime & Logistics was started in 2006 with its headquarters in Chennai. In 15 years, the organization has expanded its wings dealing with multiple business verti cals. Today the path from Excel Maritime to Excel Group of Companies has been rewarding in terms of personal and financial growth not only for me but also for every person who has travelled alongside in my entrepreneurial journey.

My journey to social life began as a Rotaractor when I was 16 years old. I have taken various leadership roles in the Rotary and I am the Charter President of the Rotary Club of Tiruchirapalli BHEL City. I served as the District Governor of Rotary International



District 3000 (2016 – 17) and am being assigned various leadership roles at the national and international levels. As part of CSR, The Excel Foundation was started which works for the well-being of students, youth, women & senior citizens.

Tell us about your services/products. How are your solutions adding value to the target clientele?

EXCEL MARITIME & LOGISTICS provides All Services "Under One Umbrella" for the EXIM industry. The company executes all activities that cover Pre and Post shipment taxation, documentation, customs formalities, freight arrangements, cargo movement & supply of packing materials. EXCEL Maritime holds authorised licences like – ISO 9001:2015; AEO-LO; Own CHA Licence; MTO; IATA; IBA & members of FIATA, FFFAI & WCA with clear international network & PAN India offices.

The EXCEL MARITIME Team has sound knowledge & adequate experience in their fields to handle any kind of shipment with the application of QMS & EOHS standards.

In your entrepreneurial journey, how did you overcome the challenges?

Quoting Robert Schuller, "Tough times never last but tough people do", I have been influenced by his saying and I strongly advocate this powerful line to my team and to the youth I meet. Challenging times are the greatest teachers to anyone and one has to make the best out of them.

It is a process industry for which in-depth knowledge of the global market is required to survive in the long run. So, continuous R & D about the market and trade situations, up-gradation in technology versions, and building strong business networks have helped us all through these years to emerge as one of the outstanding companies of India.

Even during the worst pandemic condition that shook the entire world, we didn't lose a single client or employee in the battle and that is what makes us stand apart in the maritime industry.

What do you think your firms mission and vision are?

Excel Group of Companies envisions to set our foot all around the world and mark our presence to reach out to as many people as possible with our outstanding services.

As a customer-centered company, we work with a mission to ensure utmost satisfaction and build strong relationships with our clients through continual improvement with all levels of employees.





What has made us stand apart is that we have strongly upheld the core values of our company over the years. We take leadership with utmost commitment and go the extra mile working towards excellence and caring for the environment.

How would you define success for the firm? What are the recognitions it has earned over the years?

EXCEL believes in expertise through experience, and service excellency through time-bound delivery. Our passion for new initiatives, commitment to auality, emphasis on ethical business practices and preference for long-term business partnerships, have enabled us to create world-class businesses to become one of India's most respected enterprises. Excel Maritime & Logistics is one of India's largest shipping logistics companies to have received prestigious accolades in our country.

What is your role in the organisation today? Tell us about your dynamic team?

I have always believed in a sustainable system. A clear road map, proper system, set roles and responsibilities can run the entire organisation smoothly at any cost. I would say with utmost pride that I have my systems tight with dynamic teams to execute tasks, hence my role in our organisation involves major decision making and I love watching my team play the game. The Excel Team is a zealous bunch extremely efficient in their field of knowledge, very open to learning new skills, taskmasters and great in team management.

What are the upcoming technology trends in your industry?

The entire world today is ruled by technology and the logistics industry is no exception. To name a few the latest trends in the industry include AI, Robotics, warehouse automation, big data & analytics, cloud computing, autonomous vehicles & elastic logistics. Technological interference can help overcome the pitfalls persisting in logistics operations.



2020 has created hostile situations for many brands, what are the challenges you are facing and how do aim to overcome them?

The pandemic was a great setback to many of the industrial sectors and a large number of companies were massively hit and perished. On the other hand, essential commodities, medical companies & products kept going and did very well in fact. But what if the logistics and transport companies came to a standstill? It is well known that every single business will cease to operate without logistics facilities. Fortunately, being in this field empowered us to work more responsibly so that neither our clients nor we stumbled.

What is the best advice for a young, first-time start-up CEO?

As a start-up CEO, one must know the potential of his business in the global market. The first three years will be the most crucial period which will include meticulous micro-planning, a clear study of the demand versus supply of the product and smart ways of branding.

To be successful in the long run in any kind of business one has to be highly skilful and intelligent in financial planning and management always. Above all passion and perseverance can help an aspiring entrepreneur build a strong business empire.

What does the future hold for the company in the next five years?

We are looking for big-time joint venture projects in the global arena where our presence can cater to a larger group of people beyond nations and continents. Also, we are working towards venturing into multiple business verticals to cater to people across nations. Through this, we shall be creating employment opportunities for the young generation. We would like to touch up to 10,000 Individuals Employment to give them employment. Also, we shall be expanding our CSR wing in a greater way to serve the needy people.

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Customs Clearance (CHA)

Freight Forwarding & Ship Chartering (Air & Sea)

Logistics & Haulage

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What comprises the project logistics sector and how does your company operate?

The project logistics market involves various services which include transportation, forwarding, inventory management, warehousing and other value additions. It is a complex process of efficiently moving goods from Point A to Point B. Each process has to be executed accurately. We at Excel Maritime handle many Turn-key projects with DAP/ DAT/ DDP terms for power and process industries. We customize our services based on our client's requirements to provide enhanced services with cost optimisation, innovative solutions and constant improvements.

In the post-pandemic situation, how do you handle freight & space issues in sea & air transportation?

In the present scenario, there are lots of challenges like space allocation, equipment shortage etc due to more blank voyage sailings and other trade implications. Excel Maritime has vast experience in handling both Sea & Air freight forwarding all over the world. With a strong overseas network and contracts with MLOs we customize different combinations of sea and air freights to ensure space allocation, transit time, routing and frequency to suit the project schedule. Services include FCL/ LCL containers and project/break-bulk cargoes.

How is the Indian road access for logistics operations and how do you deal with it?

The Indian roads are well-knit yet there are many challenges in the move ment of heavy and over-dimensional cargoes. So we survey the road routes and present a feasibility report to our clients for the movement of such cargoes. We have a wide range of vehicles that include Hydraulic Axles, Flat Beds, Low Bed and Semi-Low Beds, Long Trailers, Trucks and LCVs. We choose the vehicle based on the size, volume and nature of the cargoes.

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Restructuring The Logistic Industry With Technology Mr Sanjay Bhatia, CEO Freightwalla In An Exclusive Conversation About His Company!

"You'd rather be directionally right and specifically wrong than be specifically right but directionally wrong."

Purnima Narang • The CEO Magazine

tarting on this note, Mr Sanjay Bhatia, the co-founder, and CEO of Frieghtwalla, briefly gave an insight into his inspirations and motivations in life. Frieghtwalla is a technology-enabled international logistics company that specialises in cargo import and export across international borders.

About Mr Sanjay Bhatia & His Logistics Organisation, Frieghtwalla

Before the idea for Freightwalla was even coined, Sanjay Bhatia used to work as a strategy consultant with PwC, specialising in logistics. Here, the experience with venture capital and private equity firms gave him the knowledge and skills in planning a business and managing finance.

His early work experiences offered him insight into the challenges of international logistics. At first, managing



logistics for cargo owners was indeed a complex process to pull out. This difficult shipping process led Mr Bhatia in realising the need to address the issues and counter them with an end-to-end digitally enabled solution while managing the entire cost and time involved. Today, Frieghtwalla is dedicated to using state-of-the-art technology and powerful automation tools to reduce the hassles of global trade. Automation of the trade and logistic coordination process has also been linked to a lesser scope of inefficiency and delays.

Services Provided By Freightwalla

Frieghtwalla is a digital freight forwarding platform offering freight, transportation, customs clearance services to import and export business ventures. Clients can have a budget planning for their shipments, with detailed insights into routes and schedules, recommended with transparency from Freightwalla. In addition, every shipment is allowed to be tracked in real-time, with the digital workflow of the whole process and online document management.

Freightwalla also provides intelligent analytics and simplified daily and monthly spending status for the clients. In addition, customised add ons like on-ground transportation, customs clearance, cargo insurance, preshipment cargo testing, pre-trip inspection, container survey, and container fumigation through a robust partner network are also part of Freightwalla's comprehensive deal.

Digitalisation in freight forwarding services has saved businesses 70% of their human resource and labour cost. Another fact about traditional freight forwarding is that the documentation processing used to take up much time, delaying the overall service. Which has cut down 30% of time consumed in documentation coupled with enhanced accuracy and compliance, has enabled greater control over the whole supply chain.

The Business Challenges and The Ways Mr Sanjay Overcame Them!

The 300-year-old logistic industry's traditional ways were slow. The transition to digitalisation was also simultaneously slow, which was a personal challenge for Mr Bhatia in his entrepreneurial journey. The digital transition only gained momentum as the focus on supply chain health rose during the

pandemic. Digital data compilation and actionable insights helped Freightwalla manage the shipments effectively.

The Future Mission & Vision Of Freightwalla

The mission of Freightwalla is to allow transparency and simplicity in its services, as modern businesses require. Freightwalla's vision of developing a cross-border logistic company managing all complications of international logistics through automation is an ambitious venture. It benefits their clients to focus on the business while Freightwalla seamlessly works the rest with technologies.

Unique Attributes Of Freightwalla In The Field

In the age of technology, Freightwalla has leveraged digitalisation to provide its clients with an intuitive, easy-to-use, and feature-rich platform. Data analytics and ML algorithm technologies have been at the root of Freighwalla's digital endeavour, ensuring reliability, transparency, and time and cost-effectiveness.

Friegtwalla has online planning and costing tool that has made shipment planning easier and document processing faster. As a result, fewer errors and delays have also reduced excess spending. In addition, with an emphasis on automation, they have produced centralised dashboards, configurable daily shipment reports, and shipment analytics, which has been enough to support better business decisionmaking.

The Ups & Downs Of Freightwalla So Far

The dream of making a 'MakeMyTrip' for freight through Freightwalla was first challenged when they finally realised that the actual performance of logistic functions needs improvisation for retaining clients. And automation happened to be a solution available, and with their focus shifting to automation, they could start scaling the business.

Achievements And Appreciations Earned By Freightwalla

Frieghtwalla was one of the first companies to use cuttingedge technology to revolutionise international maritime logistics. Since 2017, it has had over 300 clients, 30+ shipping line partners serving over 1000+ port pairs, with the entire network spanning across 120+ countries. The pandemic has been a blessing to Freightwalla, which clocked 10X growth in the past 2 years. Some noteworthy recognitions are mentioned below.

- Top 10 APAC Logistics Firms in 2022 by Supply Chain Digital
- Digital Transformation Award, 2020 by IMC
- Startup Watchlist: Indian Logistics Tech Startups to Watch out for in 2020 by Inc42
- Top 10 Emerging companies of India, 2019 by CEO Insights

- Top 100 Startups in India to watch, 2019 by SutraHR
- Top 10 APAC Logistics Solution Providers, 2018 by CIO Advisor

Roles & Responsibilities Of The Team At Freightwalla

Mr Sanjay Bhatia, the Co-Founder CEO of Freightwalla, spearheads the growth strategy, business development, finances and manages 100 employees working at the company. Among the other Co-Founders of Freightwalla, Punit Java is currently responsible as CTO, leading the Product Team. Bharat Thanvi is the third and last Co-Founder of Freightwalla, along with being the CMO, handling business expansion and revenue generation via new opportunities and building strategic alliances.

All of the leadership team of Freightwalla has had experience in various MNCs and Indian logistic companies working in senior positions. The joint vision helps them thrive and bring the best to the clientele.

Future Industry Trends And Its Acceptance By Freightwalla

As technological advancement proceeds further, there is expected to be an influx of AI and ML technologies. Companies are also likely to lean on IoT to get the job done faster, simpler, and better. Another critical technological intervention has been blockchain technology usage. The sole purpose of blockchain technology has been linked with the decentralisation of information and documents, preventing any chance of data manipulation. Freightwalla already being the frontrunner in the industry, scalability and growth seem inevitable.

Core Fundamental Values Of Freightwalla

Freightwalla seems to rely upon four pillars. These are transparency, customer obsession, ownership & excellence, innovation & technology. Transparency is offered through clear communications, timely and consistent updates made to the platform. Freightwalla handles customers' problems as their challenges. Each member of the Freightwalla team is dedicated to improving the processes and technology that help their clients and help them commit to the deliveries with a better time management program. Technology has been their stronghold, while innovation from each member has pushed them further.

Future Plans and Growth Strategies Of Freightwalla

By continuously investing in technologies like Artificial Intelligence, Machine Learning, electronic Bill of Lading, and the Internet of Things (IoT), Freightwalla has provided efficient services to their clients. Efficient end-to-end freight management services are also considered a key priority for the team. Freightwalla wishes to expand to a PAN-India basis before going global gradually.



COMPANY	PERSON	DESIGNATION
Anil Radhakrishnan	Co-Founder	Accex Supply Chain Solutions
Balfour Manuel	Managing Director	Blue Dart Express Limited
Chetan Kumria	CEO & Director	Xcell Supply Chain Solutions Pvt. Ltd
D.P. Agarwal	Chairman and Director	TCI Express
Harsimran Singh	CEO	Cargaison Logistics Express Pvt Ltd
K. Kumaran	Managing Director	Vangard Logistics Pvt Ltd
Mayur Aiya	Founder & Director	Freightbridge logistics
Mayur Toshniwal	Managing Director	Future Supply Chain Solutions Limited
M.Muruganandam	Chairman	Excel Group
Nirenjan AS	Managing Director	TradeRoute Logistics
Rahul Bhatia	Director	Bharat Freight Movers LLP
Rajen Shah	Chairman	SJA Group
Raj K. Chandaria	Chairman & Managing Direct	or Aegis Logistics Ltd
Rampraveen Swaminathan	Managing Director & CEO	Mahindra Logistics Ltd
Sahil Barua	CEO	Delhivery
Sanjay Bhatia	CEO	Freightwalla
Sanjeev K. Elwadhi	Managing Director	Ritco Logistics Limited
Shashi Kiran Shetty	Chairman	Allcargo Logistics Ltd
Srini Sundar	Founder and CEO	UNANU Technologies Private Ltd
Vijay Sankeshwar	Chairman and MD	VRL Logistics Ltd



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"You are the creator of your own destiny" - Swami Vivekananda

Purnima Narang • The CEO Magazine

earch for a logistics service provider, and you will have a huge number of results. However, when it comes to getting hands-on the cream of the crop, a company, relevant to the contemporary leading-edge world with excellence in service, it is strenuous to get a better option than the insightful Vangard Logistics Pvt Ltd. Here quality is not an act, it is a habit and the corporation is focused on providing innovative transportation solutions to the customers.

With a unique approach to providing innovative solutions while changing the way the world works with logistics operations, Vangard Logistics Pvt Ltd was founded in 2005 as a transportation firm with one employee, specialized in international transportation of goods. The decade-old endeavour under the leadership of Kumaran Krishnan, Managing Director, and Haribabu Loganathan, Director has successfully worked with global logistics service



providers, manufacturing, and trading companies helping their logistics operations streamline and offering innovative solutions. At present, Vangard logistics has a head office in Chennai and 7 branch offices in Pan India with 110 employees. It has become a reliable partner for over 17 years for 180 countries from India, providing simple logistics solutions to all our customers and overseas partner. Recently, it has opened its first overseas office in Singapore in the year 2020.

Catering to the requirements of the different companies, Vanguard is successfully streaming the courier tasks smoothly and has become in house freight forwarder for many corporate in India. Its services are characterized by reliability, flexibility, and time adherence.

Vangard logistics negotiate the best possible price to move the product along the most economical route by working out various bids and choosing the one that best balances speed, cost, and reliability. It prompts service delivery and quick resolution of issues that may arise in business. Also, the company believes in maintaining everlasting and healthy relationships with consumers.

DYNAMIC LEADERSHIP Kumaran Krishnan - Managing Director

A humble human being born and raised in Chennai, married and blessed with two boys age 52 and have done under graduation in Physics, postgraduate in public administration. As the Managing Director, Kumaran Krishnan has been spearheading the company since inception taking to its present glory- having own presence in different locations and taking care of finance and overseas sales and marketing

Kumaran is a well-established name in the logistics industry as a Business Leader with over three decades of business experience and has worked across the spectrum of the logistics industry, and worked in different.

he began his career just as a delivery boy at blue dart express and moved to sales after 4 years and worked in front line selling in the express and shipping industry for almost 12 years then started Vangard Logistics Pvt in the year of 2005.

Haribabu Loganathan - Managing Director

Another leading man behind Vangard Logistics is Haribabu Loganathan, managing the Pan India operation and customer service. He began his career with First Flight



Couriers Pvt Ltd in the year 1995. After a decade of working experience across different organizations, Haribabu took the foundation of Vangard with the co-founder, Kumaran. In academics, Haribabu did Graduation in English at Madras University. He also holds a Master's degree in International Business and Foreign Trade from Pandiycherry University.

Apart from his experience and academic excellence, Haribabu is renowned for his good character, competence, and commitment and is able to take the business model on the top with his unique leadership skills and his extraordinary skills.

Vangard Logistics - Providing Innovative Solutions

Over a decade Vangard Logistics has been an industry leader in providing innovative transportation solutions to customers. In a shorter span, Vangard logistics become a house freight forwarder for many corporations in India.

Vangard logistics guarantees that products will get to the proper destination within the time frame. Vangard logistics utilizes established relationships with carriers of all kinds, from air freighters and trucking companies to rail freighters and ocean liners.

Vangard logistics negotiate the best possible price to move the product along the most economical route by working out various bids and choosing the one that best balances speed, cost, and reliability.

Here is the list of major services offered by the firm:

- Air freight logistics
- Buyer's consolidation
- Customs broking solutions

- Excess baggage
- Food products handling
- Icd operations
- Inland trucking
- Ocean freight
- Project cargo
- Ship chartering

FROM THE MD'S DESK

Hurdles on the Way: There were many challenges on the way but, we faced them with courage and never give up attitude, learning from the mistakes. Consistency with a focus on growth adapts to the situation quick decision making.

Differentiating Factors: The leadership team is actively involved with team and strive to provide personnel service to the client, focused on providing better service day today.

Learning from the Failures: Many times, operational errors are done by the team causing lost for the client, and due to regular training and support the team has now become independent to handle any sort of situation

Definition of Success: Success is the journey and we define happiness of our team leads the path to success

Words of Wisdom to Young CEO

- Do something which you love and dedicate yourself to achieve it never give up
- Even if you fail you learn and keep learning until it done
- What you think you become and live with it and till accomplished

Xcell Supply Chain Solutions

Offers Robust Third Party Logistics Solutions To The Clients At Affordable Cost

'Life is like riding a bicycle. To keep your balance, you must keep moving!'

Purnima Narang • The CEO Magazine

r. Chetan Kumria, MD & CEO of Xcell Supply Chain Solutions Pvt Ltd, quoted the scientific genius Albert Einstein and told how this famous saying motivates him in all his life endeavours. He also follows similar footsteps and keeps this sentiment alive and breathing by aiming higher and working non-stop to accomplish his goals.

Experience and dedication are priceless possessions, and this has been consistently proved by Mr. Kumria and his team of 200+ workforce. With 22 years of unprecedented experience in sectors like Automotive, Electricals, FMCG, F&B, FMCD, Healthcare, etc., all of which are in the field of supply chain and logistics, he laid the foundation of Xcell Supply Chain Solutions Pvt Ltd in June 2017 to help the clients build and manage supply chain operations in their



businesses and handle large and complex logistics solutions. He wanted to redefine the working processes in the logistic industry and foster accelerating growth.

Before laying the foundation of Xcell Supply Chain, he was the vice president and whole-time Director on the board of Pernod Richard India (Seagrams). He also served Baxter India, a global healthcare corporation, as its Director Supply Chain. Working with companies like Schneider Electric Asia Pacific, Bax Global India, and a few other renowned industry giants provided him with the adequate knowledge and expertise to set up and transform supply chain operations for large companies. Now he runs a successful logistics venture with a close-knit team of skilled executives.

About Xcell Supply Chain Solutions

Xcell Supply Chain Solutions is a B4B (Business for Business) company that offers end-to-end 3PL or Third-Party Logistics solutions to clients. The company covers Supply and Demand chains operations based on inventory management, transportation and logistics solutions. With a focus on warehouse and logistics services, the company thrives on improving client performance while reducing financial risk. They identify the pain points and implement a bespoke solution specific to the individual requirements.

Xcell Solutions Aims To Offer Flexible Logistic Services To The Clients

Mr. Kumria gave an insight into the origin of the idea that led to the establishment of the Xcell Supply Chain. After spending 20 years in the global corporate landscape, one problem was determined as standard. There was a shortfall of a 3PL service providers with highly skilled teams, sufficient local knowledge, and the latest technology offering flexibility at an affordable cost. He wanted to resolve the problems that were prevalent with conventional logistics services. This inspired him to take up the challenges and start his entrepreneurial journey. He aimed to build a sustainable business and offer service excellence to the clients.

Previously, users had the options to take services from multinational 3PL service providers, otherwise, they had to take services of large Indian 3PL companies that were neither flexible nor reasonable with price points. There were also mom-and-pop service providers with subsequent local knowledge and flexibility but they often lacked in technology, process, and skilled team, the cause of which can be attributed to its owner-driver model. This is where Xcell Solutions fills the void of a 3PL service provider capable of assembling a skilled team, provide process driven services using the latest technology. Coupled with that, it strives to maintain its flexibility with the local know-how at an affordable cost.

Xcell Supply Chain Solutions- The Missions And Goals

To solve the varied problems in supply chains, Xcell Supply Chain Solutions has successfully built a business model implementing tech based solutions and aims at providing the clients with efficient, quick, and safe product outreach to the market.

The Unbeatable Market Survival Strategies

What sets this company apart from its competitors is its distinctive business model offering top-class customisation to the clients. The main focus of Xcell Supply Chain Solutions is to provide a unique blend of unparalleled services with local expertise and flexibility, all at a relatively lower cost. The company provides solutions that operate on an assetlight model, unlike 3PLs known for delivering a predetermined solution based on available services. Xcell Supply Chain also adapts to implementing the best capabilities and innovative technologies that suit the client and his business.

New Business Ventures in Digital Technology

Xcell is also working on creating an innovative B4B business platform, building a Digital Tech Driven Logistics Network for Part Load (LTL) service at a State & Region level to aggregate the fragmented Part load transport market for Regional and intra state SME logistics. It aims to build a technology platform for logistics SMEs, which are increasingly adopting technology to improve their existing operations, transact with new customers, and expand their network reach. By aggregating logistics services providers on its digital platform, Xcell's new tech will enable better market access for the SMEs and additional demand fueling growth in their revenue, while giving the shippers a choice to select from a wide range of SME logistics providers at affordable cost.

Upcoming Technological Trends In The Supply Chain & Logistics Industry

The advancement of digital technology has transformed the face of commercial ventures and pushed businesses to new developments. Technology has become the core of the supply chain and logistics industry that has a diversified geological existence across India. Several SME transport and many 3PL companies have a low technology penetration compared to the modern business requirements.

However, this seems to be changing quickly with a comprehensive adaptation of technology. The future of the supply chain and logistics industry vastly depends on AI, Analytics, Blockchain, Digital Platforms, GPS Technologies, RFID, Robotics, TMS, Wireless, and WMS. Xcell Supply Chain, being a new-age venture, has adequate absorption in the innovative modern revolutions, making it a clear winner in the logistic domain.

Upcoming Vision of Xcell Supply Chain Solutions

Xcell Supply Chain Solutions PVT LTD puts real value in customers' requirements and service satisfaction. They are working day and night to curate a technology-driven transportation model and build large-scale warehousing functions. A competent team and technological development will play an essential part in implementing these changes, and Mr. Kumria believes in conquering it all with ease and positivity.

The Maestro's Advice For New Start-Up Founders

Mr. Kumria says that flexibility to newer adaptations and staying focused on the goals can result in value creation and building a fundamentally strong and sustainable business. "It's is important to have high standards of governance and integrity in order to achieve long-term success," quoted Mr. Kumria as he advises and guides the younger CEOs.

Future Prospect Of The Company

There is only prosperity and proficiency that can be expected from the company in the upcoming five years. Keeping the customer focus as the core value, the company thrives on changing the logistics and supply chain industry with premium services at cost-effective prices. The company wants to emerge as the pioneers and the preferred solution providers in the sector and obliterate the loopholes persistent in the industry. They also aspire to contribute to the clients' business growth with a visionary approach!





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@ sales@infralimited.com

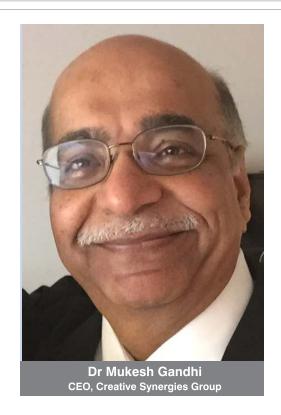
Export Sales +91 77199 00000

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m www.infralimited.com

CREATIVE SYNERGIES GROUP

DELIVERING DIGITAL INNOVATION TO 40+ FORTUNE 500 CLIENTS



Purnima Narang • The CEO Magazine

r Mukesh Gandhi, CEO of Creative Synergies Group, leads the cutting-edge digital solution provider by synergizing deep domain expertise and NextGen technologies to deliver the convergence of digital engineering, embedded systems and software technologies globally. His dynamic team, has been leveraging CREATIVE's proven track record in Transportation, Infrastructure, Industrial and Hitech industries to drive digital innovation and engineer a creative technological edge for its over 40+ global Fortune 500 clients and empowering them to be leaders in the digital revolution.

At the helm of digitalization, they are driving radical changes across industries and enabling businesses to achieve strategic, commercial, and operational excellence. Today, their unique array of solutions across various aspects of businesses is not only helping companies in supporting

their clients across different landscapes but also facilitating them to modify existing processes, incorporate new initiatives, adopt unique cultures and restructure client experiences from the learning.

CREATIVE delivers excellence in the areas of digital product engineering, embedded systems, application software, digital plant engineering, digital manufacturing engineering and product support services. The company specializes in smart enablement by leveraging leading-edge digital technologies including IoT, AR/VR, AI, machine learning and data analytics, which uniquely positions it to capitalize on massive opportunities in this space. For example, Industry 4.0 opportunities alone are projected to contribute over USD 15 trillion to the global economy in the next decade.

In a conversation with The CEO Magazine, Dr. Gandhi talked about

CREATIVE's target market, proprietary solutions / platforms and his vision for the future. Edited excerpts:

TCM: What is your target market and how are you empowering your customers?

Dr. Gandhi: CREATIVE is a strategic partner for major global transportation OEMs and Tier One suppliers who are driven by a greener, safer future. The company empowers these clients through its expertise and innovation through proprietary platforms like DIGIAUTO[®] in electrification, autonomous navigation, connectivity and shared mobility. With major brands like GM, Mercedes and Nissan in US, Europe and Japan as its clients, CREATIVE has a relentless passion to be on the leading edge of safety, comfort and driving experience, which has been demonstrated in its industry leading SAF DRYVER® solution.

The company accelerates electrification in the transportation and industrial verticals through its expertise in system integration and controls, power electronics and battery system engineering. It leverages its proven track record in NextGen technologies to innovate in autonomous navigation, connectivity and shared mobility. For the factory floor, CREATIVE's solution suite delivers significant cost savings through DIGIPORT® for automated material handling solutions and THRUPUT MAX[®] for substantially enhanced manufacturing throughput.

TCM: How are you creating a unique brand position in the market?

Dr. Gandhi: CREATIVE has had unparalleled success in empowering its very demanding clients to achieve business outcomes through its domain expertise from concept to production. For example, in the Hitech industry CREATIVE is defining the future with integrated and connected products and cloud enabled anytime, anywhere functionality. The company accelerates time to market with its cutting-edge know-how in an environment characterized by rapidly changing advanced technology in consumer electronics, medical electronics and communication systems.

TCM: How are you approaching the change in the industry?

Dr. Gandhi: The global growth in urbanization combined with innovative technologies and connected assets is putting unprecedented demands on process and infrastructure industries to innovate faster and reinvent themselves. CREATIVE is capitalizing on this megatrend by leveraging its deep domain knowledge and expertise in mechanical, embedded, software and digital

technologies to deliver significant business outcomes. CREATIVE empowers its clients in their digital transformative journey by leveraging its expertise in automation, IoT, AI, ML, AR/VR, cloud enablement and data analytics.

TCM: Tell us about your PLANT MODULARIZ® and AUTOMATA® solutions.

Dr. Gandhi: CREATIVE deploys its NextGen solution PLANT MODULARIZ® to deliver significant schedule and cost savings by optimizing process management through automation and smarter planning and management with process digitization. CREATIVE's AUTOMATA® platform is custom designed for optimal management of connected plant assets using IoT and data analytics, real-time remote monitoring and predictive maintenance utilizing digital twins.

TCM: How do you create a different stance in the industry?

Dr. Gandhi: CREATIVE fast-tracks the digital transformation journey of its clients by rapidly deploying its proprietary cutting-edge solutions and platforms. This enables its clients to achieve their strategic and operational objectives during the entire product and process lifecycle in the most efficient, collaborative, and costeffective manner. CREATIVE leverages its substantial experience in diverse industries and its proven track record to enable its clients to establish technological and thought leadership in the digital revolution and leapfrog their global competitors.

TCM: How are you empowering your clientele through your solutions?

Dr. Gandhi: CREATIVE's INTELLI-CHARGE-BOT[®] empowers charging

robots in unstructured environments to power up automotive batteries. AUTO-PILOT ROVER® delivers autonomous guided vehicle capability on factory floors, warehouses, and data centers. The company's CROWD GLUE® platform is an industry leading cognitive demographic and location sensitive passenger and audience information system for airports and mass transit stations.

TCM: What is the secret of Creative Synergies Group's success?

Dr. Gandhi: CREATIVE's phenomenal success and unparalleled growth are a direct consequence of its 'Can Do' culture. The company's global network of dedicated professionals with unrivalled technical knowledge and a drive for outstanding delivery is continually focused on helping clients significantly exceed their performance targets.

The CREATIVE team's endless curiosity and hunger for new ideas has resulted in a 'Can Do' culture of innovation that is permeated throughout CREATIVE's global operations. CREATIVE is poised to reach new heights by spearheading digital engineering innovation with NextGen technologies and ground-breaking solutions.

TCM: What motivates the team?

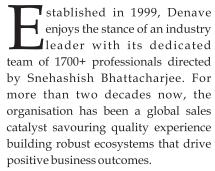
Dr. Gandhi: CREATIVE has an organic family like environment that motivates every individual to contribute and flourish in a positive merit-based ecosystem that fosters growth and team spirit at every step. The company's strength lies in people who are deeply committed to deliver successful results and build strong client relationships. CREATIVE believes in going the extra mile to provide value to its clients and nurture the growth of its employees in a diverse, vibrant, and thriving work culture.

DENAVE

A B2B GLOBAL SALES ENABLEMENT COMPANY FOCUSED ON DRIVING REVENUE GROWTH THROUGH SERVICES DRIVEN BY TECHNOLOGY

"It's an honour to receive the 'Company of the Year 2021' award. Despite the challenges owing to the pandemic, the recognition for Denave comes due to its undeterred focus on service excellence and collaboration to drive exceptional results for its clients and people," shared Snehashish Bhattacharjee, Global CEO, Denave.

Purnima Narang • The CEO Magazine



Leveraging systematic, planned, and tech-driven solutions to set up robust sales engines, Denave has built multi-industry expertise to partner with global businesses. Denave takes a solution-conscious approach to deliver best practices in sales by leveraging people, processes, technology, and innovation to drive revenue.

Currently, Denave has reached across 5 continents, 50+ countries, and 500+ cities globally. Having generated over \$5 billion in sales revenue for our industry-leading clients, spread across varied industries such as Technology, Telecom, E-commerce, FMCG, Consumer, Oil & Gas, Chemicals, etc., they aim at being the top sales enablement organisation.



With novel sales methodologies across the buyer's journey and value creation through innovative products enabling their growth for years, their techenabled sales solutions aim to help global brands navigate their uncharted terrain with confidence and optimism. Denave is focused on generating employment opportunities through delivery centres across the world and creating sales leaders of tomorrow. Building sales competency is an answer to leverage a country's demographic dividend.

Sales enablement is often a nebulous concept, defined differently by different organisations, a realm that Denave has set out to conquer with a service bouquet that has a direct impact on their customer's profitability. As an all-inclusive and end-to-end approach, Denave's sales enablement methodology defines best practices for strategizing, implementing, recruiting, enabling, and analysing all aspects of the sales cycle to drive optimal returns for enterprises and enable success in sales.



The Denave Services

Denave deploys its efforts to offer an exclusive solution encompassing several services:

Intelligent Database Management System (IDBMS), a powerful database engine that enables deeper market and sales intelligence & access to identify B2B prospects. The B2B database engine accurately taps into the whitespace and enables enterprises to expand prospect base, generate & sustain demand, and drive successful sales closure with the help of a variety of tools. They also leverage the same platform to drive effective data management and maintenance services - the lifeblood of today's digital transformation.

Digital Demand Generation: Denave offers digitally native and deep capabilities for digital demand generation and revenue enablement, specifically in the B2B landscape. It assists awareness creation to reach prospects and move them along the sales funnel faster. They work with several domains and language

experts to generate leads on language localization strategies as well as customer acquisition process from initial contact through implementation - ultimately resulting in increased revenue. They offer Telesales, Field Sales & Marketing and Digital Marketing as a part of the Digital Demand Generation service:

Telesales: As a part of the telesales service, Denave offers industry-proven and battle-tested methodologies to improve telesales conversations and improve closure ratio. They provide a consultative approach to smooth out telesales by accurately addressing the customer's information needs and improving sell or cross-sell opportunities.

Field Sales & Marketing: Denave's digital demand generation engine is also backed by seamless offline customer engagement and GTM strategies which are covered under the Field Sales & Marketing service. They offer an effective tech-enabled service to execute flawless result-oriented GTM campaigns targeted towards brand activation, geo expansion. The company's ROI focused processes are ideal for enhancing or strengthening the client's presence through distribution channels of their choice.

Digital Marketing: As a leading digital marketing services provider with expertise in enterprise-level campaigns for all business sizes, they understand how a prospect's journey unfolds on various channels. This includes a cohesive mix of marketing automation strategies that give iterative direction to campaign spending while ensuring optimum efficiency every time.

Sales Training: IDEA (Induct, Develop, Enable and Assess), Denave's Sales Training program is a virtuous cycle to improve sales force performance in a complex and dynamic market landscape. Denave's comprehensive range of multi-model sales training

modules is designed leveraging 100+ man-year experience to deliver enhanced salesforce engagement and drive revenue impact across varied industries.

Retail Solutions: Modern-day retailers need to be fast and flexible to thrive. Denave offers a bouquet of solutions including virtual retail solutions, retail analytics, visual merchandising, planogram, virtual retail audit, and more to help them scale their infrastructure for sustainable success. High-growth retailers are leveraging Denave solutions for eliminating redundancies, or automating routine activities, optimizing, and reaching unrealized efficiencies.

Sales Process Automation: Denave's sales automation solutions drive quick end-to-end implementation that translates into systematic data capture, timely feedback, improved team productivity, smoother dissemination of information, and KPI tracking.

Challenges, From Snehashish's Lens

"Many technologies of the past year are non-existential today. Staying on top of trends poses a challenge along with building pace in the sales journeys, which have lost significant momentum post covid. To continuously build scale in our tech products, helping clients to overcome their challenges, and boost sales, we have aligned our sales solutions to the new normal. Furthermore, we have re-aligned our seller's journey to enable sales recovery for our clients," shared, Snehashish.

Proudest Milestones

After four years of inception, the profitable start-up understood that sales as a service had the staying power with a focus on retail, manpower, training, and so on. They took the giant leap with expansion in Singapore,

challenged the status quo at every turn, and kept adding new services. This was followed by expansion from technology to telecom and energy sectors in 2009, in APAC markets with Malaysia operations after 3 years, and in Europe in 2014.

The same year, they received the IDC I.C.O.N.I.C Award for Excellence in Employee Engagement. In 2016, they were honoured with Red Herring 'Global Top 100 Company.' They were recognised in CIO's 'Most Promising Sales Tech Solution Provider 2019' list. Denave was also recognised in the Economic Times Best Brands 2020 list. They were also recognised as "Great Place to Work 2020". Recently, Denave won the best B2B Marketing Communication Award at the CMO Vision & Innovation Summit 2021.

Emerging sales enablement trends in 2022

The sales enablement continuum will be even more fast-paced and demands enterprises to adopt upcoming trends as archaic sales processes will evaporate. With a focus on next-level account-based marketing operations, prospect account activation and account prioritization, enterprises will mark their potential prospects and extract the intelligence around their business needs.

B2B databases will play a major role in helping enterprises to reach their potential customers and shortening sales cycles. Digital automated technology will play a pivotal role in discovering the prospect data and updating or maintaining intervals and enriching it.

Marketing and sales automation tools will significantly boost and fast forward business expansion initiatives of enterprises. Integration between sales and marketing applications and CRM systems will run parallel to sales and marketing functions. Sales training will be the next big imperative. They will need constant upskilling to keep pace with the technology updates, remote selling trends that are emerging to shape multi-dimensional sales ecosystems.

HAKIMO

USING ARTIFICIAL INTELLIGENCE TO MAKE WORKPLACES SAFER

Purnima Narang | The CEO Magazine

akimo is a Silicon Valley startup whose mission is to modernize corporate physical security and thus make workplaces safer for everyone. This is especially critical these days as companies all around the world are discussing return-to-work strategies. Until very recently, physical security used to be just about the proverbial 'gates, guards, and guns.

Technology changed that paradigm over the last couple of decades through internet-connected cameras, badging systems, mass notifications, etc. Even with those systems, security operations have still been reactive: you come to know about an incident only many hours or even days after it has happened. Artificial Intelligence (AI) is changing that paradigm and Hakimo is a company at the forefront of that revolution in the corporate security industry.

Hakimo ties into existing security systems and applies state-of-the-art AI techniques as an added layer to automate repetitive tasks, detect security breaches, and diagnose faulty hardware. The company has generated so much momentum in the security industry that the product has already been deployed at multiple top enterprises. The company also recently announced a \$4M seed round raise, led by top Silicon Valley venture capital investors, who have a history of getting in on the ground floor of other pioneering tech companies.



More about the CEO

Samuel Joseph is the CEO and co-founder of Hakimo. A graduate of Stanford University, he has proven himself a preeminent figure in the AI technology arena before founding Hakimo. He is the author of numerous peerreviewed articles, is named as an inventor on patents, is a member of Forbes Technology Council, and has served as a reviewer for various high-impact engineering journals. He has also played instrumental roles in developing critical algorithms for multiple Silicon Valley startups. He established Hakimo in 2020 at an impressively young age of 27.

The CEO Magazine sat down with Mr Joseph to know more about his achievements, the breakneck speed at which his company has gained momentum and become a leading player in the arena, his vision for the potential of AI in security, and his vision for Hakimo. Edited Excerpts:

TCM: What made you think about this idea? What made you get into security?

Samuel: I noticed two trends that led to the birth of Hakimo. The first one was that cameras have become insanely inexpensive — an internet-connected camera can now be bought for less than \$20. The second one was the development of advanced AI algorithms which allow us to understand what's happening in a video. Now, on the first trend, most of those new cameras were used for security purposes. I realized that something magical would therefore happen at the intersection of security cameras and AI. That realization led to a path that eventually resulted in Hakimo.

TCM: What was the fundraising process like? Did you face any specific hurdles?

Samuel: We had great customer traction and feedback which made the fundraising process fundamentally easy. The market validation which was already there and the AI expertise that I and my co-founder had were enough to overcome potential concerns/risks that the investors saw. And we're fortunate to have a great set of investors backing us.

The only hurdle during the fundraising process, if any, was the fact that no face-to-face interaction was possible during the fundraising days because of the pandemic, which makes the \$4 million raise that much more of an accomplishment.



Hakimo at ISC West, the top security industry conference in the world.

TCM: How has the security landscape changed because of the COVID-19 pandemic?

Samuel: The pandemic has led to multiple changes in the corporate security landscape. First of all, crime rates have increased drastically and have led to an increase in the frequency of incidents. The second factor is interesting and is specific to corporate security environments. With hybrid work environments and 'office hoteling' arrangements becoming the norm, an average employee coming into an office cannot be expected to recognize their fellow employees coming into an office on that given day. This leads to very high tailgating risks: tailgating or piggybacking is the phenomenon where a second person enters a building in an unauthorized fashion by just following along someone else who made a valid entry. Now if someone shows up in typical corporate attire, an employee would reasonably guess that the person is a fellow employee and will gladly give that person all the access he or she asks for.

TCM: What can people do to prevent such breaches from happening?

Samuel: Most physical security breaches can be avoided by simple techniques. The basic principle is to be aware of one's surroundings and not let others in with or without our knowledge. Another common method is "see something, say something" which essentially means that if you notice something abnormal, you should report it to the concerned security authorities. These simple techniques, which everyone has come to know of, can go a long way in ensuring physical security in any scenario on a basic level.

TCM: Are there cyber-security implications or impacts for physical security programs?

Samuel: Great question. If you think about it, physical security is a critical piece of the bigger cyber-security puzzle. Once someone gains unauthorized access to an office setting, that attacker has access to all the network ports, USB ports, and exposed devices. That intruder could then use those

access points to mount a major cyber-attack. This is not just a hypothetical scenario -- this has happened at big international companies. Sensitive data was stolen from a NASA lab through a Raspberry Pi, a \$30 credit-card-sized computer, that was physically connected to a network port by an intruder who gained physical access to the facility.

Any entity becomes vulnerable to a cyber-security attack by the simplest ruse. An individual sent into an office wearing typical corporate attire can stand near a door holding doughnuts, making other employees think that this person is a co-worker bringing doughnuts for a meeting, happily giving the person full office access. As a result, the attacker gains entry through tailgating, at which point he/she throws the doughnuts away, takes out a Raspberry Pi computer or a USB drive and plugs it into an open ethernet network port or a USB port and gains access to the network.

As I said earlier, the chances of such an attack being successful are higher post-COVID as employees will not be as familiar with other employees working at the physical office location on any given day. Thus, to answer your question, physical security does have real implications for a company's cybersecurity posture.

TCM: What are you most proud of running this successful high-growth organization?

Samuel: It is to lead this group of amazing individuals who are the best in what they do. I feel so humbled every day working with them.

TCM: What is your vision for Hakimo?

Samuel: My vision is for Hakimo to become the de-facto option to monitor physical infrastructure. We currently specialize in security, but the same platform can help teams across the organization from facilities to HR to compliance managers. Hakimo will become the default platform for anyone within an organization to interact with the physical assets of the business. Ilook forward to continuing to assemble a world-class team to expand the business and achieve that goal.

Nadig Consulting,

2008 Founded Arun and Manjushree Nadig's Brainchild Brand Bringing the Best of Innovation and Collaboration Under One Roof

Purnima Narang • The CEO Magazine

adig Consulting leads the realm with fullservice structural engineering and cost management services. These include the analysis and design of buildings, foundations, and special structures since 2008. They associate closely with architects, contractors, project managers, and owners on a wide range of projects across many different regions and market sectors.

For more than 2 decades now, the promoters of the firm have been leveraging their experience in the field of structural engineering design consultancy, cost



management, with significant international expertise to deliver excellence. Today, this combination of local knowledge combined with international exposure allows the brand to enjoy a unique stance in the industry.

With a dedicated team of professional engineers and project managers in collaboration with architects, Nadig Consulting has been extending an extensive range of services to a broad spectrum of industries. In an exclusive conversation with Purnima Narang, Editor of The CEO Magazine, Nadig Consulting's Principal Owner, Arun Nadig gave his insight on various aspects in and around the brand's journey, growth, and future.

TCM: First of all, congratulations on the recognition. Why don't you share about your brand and the entrepreneurial challenges you faced?

Arun: We, at Nadig Consulting, are providing value-added services for stagewise reconciliation of materials and costs and not just focus on the delivery of design information. Similar to several start-ups, we navigated through the ups and downs of the entrepreneurial voyage.

It was persistence and keeping the client/project's success as the focus of our actions as a team that kept us going through the tough phases.

TCM: Speaking of team, tell us, how did you build your dynamic team?

Arun: The Nadig Consulting core team is dedicated and has been with the firm since almost its inception. Our team leaders are the company ambassadors and have the freedom to make decisions that are related to the project. To give you an insight, here are the leaders in our team: Manjushree has led the Human Resource development and administration of the practice The Nadig Consulting core team is dedicated and has been with the firm since almost its inception. Our team leaders are the company

ambassadors and have the freedom to make decisions that are related to the project.

I am a Registered as a Senior Professional Engineer with Engineering Council of India. I was also the Technical Committee Member for drafting of Engineering Standards in Brunei Darussalam.

I have been working on high rise buildings, townships, industrial complexes, commercial and IT parks, servicing the needs of the realty sector and large corporate clients. I have worked in SE Asia for 15 years in Malaysia, Singapore and Brunei Darussalam on major building and infrastructure projects during his time there.

Dinesh B B, Dinesh comes with more than 28 years of experience both in real estate and infrastructure projects. He has worked in Malaysia and Brunei. Project delivery and coordination are the key strengths Dinesh brings to the organization.

Rajesh NT, Rajesh is a senior structural engineer with more than 20 years' experience in structural engineering works and has worked extensively with large real estate and architectural firms in Bangalore.

Sagar V Tippa, Sagar is a structural engineer with more than 12 years' experience in structural engineering works and has worked extensively with large real estate and architectural firms in Bangalore

Jyoti Chandramohan, Jyoti has sixteen years' experience in delivering large design projects including some of the landmark developments in Bangalore and Kochi. Jyoti leads the analysis team in the office using the latest FEM and industry standard software packages

TCM: Recently, how do you stay connected with the target audience?

Arun: Pandemic has disrupted world communication and it has also opened the road to effective client communication through the internet. We have been reaching out to our clients recently through LinkedIn mainly while we have also maintained our presence on Facebook and Instagram.

TCM: What makes your company distinct in the competitive market?

Arun: Innovative and collaborative approach to design has allowed us to be ahead of the curve. We have always focused on maintaining timelines and cost-effective solutions for our clientele.

TCM: What does success look like in the current role and for the brand?

Arun: The company has established a reputation for delivering quality work within stipulated timelines. This

can be seen by the repeat orders from clients who have been with us for over 10 years. Referrals from them is also a pointer of the faith in us.

TCM: What are the recognition it has earned over the years?

Arun: Among the many recognitions we have received from our clientele for excellent solutions, we are proud of two key laurels including "The best concrete structure 2018" by the Construction Industry Development Board and "Eminent Engineer 2021" awarded to Arun Nadig by the Association of Consulting Engineers, Karnataka.

TCM: Over the years, in which areas have you witnessed the transformation in the industry?

Arun: Sadly, the commodification of services. However vast improvement in software available for speedier and trustworthy analysis and design of buildings.

TCM: How has the firm adopted technology?

Arun: We have always stayed up to date with the emerging trends such as adopting BIM and other collaborative software. Regularly attending conferences seminars in India and overseas keeps us up to date with the state-of-the-art approach to design solutions.

TCM: What's the most important thing you're working on right now, and how are you making it happen?

Arun: We are working on a large township project in Chennai with 33 storey towers under difficult soil conditions in a densely built-up urban area. An innovative approach to keeping constructability and safety while designing the building helped us overcome the challenges. We are also working on the Shivamogga airport with a unique lotus shaped roof which was both challenging and interesting .

TCM: What does the future hold for the company in the next five years?

Arun: We are very excited about the future in all three sectors we operate in Residential, Commercial, and Industrial/ Warehousing as we have a big opportunity to use our knowledge base and experience to be strategic partners to our clients in these spaces.

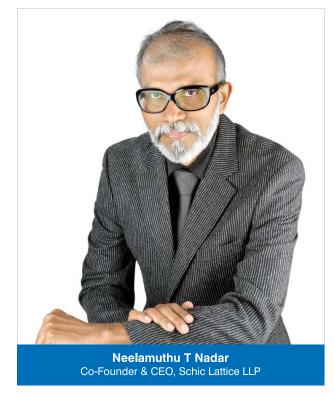
TCM: Enlighten us a piece of advice you would like to offer to the young entrepreneurs?

Arun: Perseverance is the key. Always respect your profession and stick to your principles. I believe it will always pay you back multiple folds if not immediately but certainly in the long run.

SCHIC LATTICE LLP

A YOUNG & AGILE SERVICE PROVIDER IN THE STEEL SUPPLY CHAIN CATERING TO AUTOMOBILE COMPONENT MANUFACTURERS IN BANGALORE

Purnima Narang • The CEO Magazine



riven by a path-breaking vision for the downstream steel distribution, Schic Lattice LLP aims to revolutionize its clientele's comprehension of steel to an elevated paradigm at par with global standards. They continue to step towards the goal of creating a supply chain that's less capital intensive and more knowledge-driven to adopt a transparent, reliable, compliant system and eliminating duplicity thus making it cost-efficient.

The genesis of Schic Lattice was based on the need to address the ever-existing real-time everyday problems embedded in the prevalent steel supply chain. They intend to extend to their customers an enriching user-friendly buying experience and generate value from the existing ecosystem, with negligible extraneous addition.

Having navigated the business through calibrated milestones, they are moving up the maturity cycle in 2021. The company reached its first milestone as a dependable, fair, and knowledge sharing steel supply chain partner to their discerning clientele.

The Schic Lattice Solutions

They are industry leaders who provide

sheetmetal (steel) products to automobile component manufacturers. They have been able to deliver better-priced products and enhance buyer experience through technical consultancy to ensure enhanced raw material performance.

In 2022, they are launching the knowledge-intensive customer productivity focussed software application that will be a game-changer for the steel supply chain industry. They are designing the application for raw material optimization at the existing press shop, which will almost eliminate yield loss due to non-optimal raw material.

At the same time, they are designing another application to run across a 'closed supply chain ecosystem' comprising component manufacturer, steel mill and distribution service provider. This will offer Real-time optimization of all 'cost burdens' of the supply chain, viz.-inventory v/s JIT, logistics, quality rejection, etc. Both the products are aimed at improvising profit with no major investment.

In a conversation with The CEO Magazine, Co-Founder and CEO, Neelamuthu T Nadar shared about the

challenges, team, leadership, and various other aspects of the business. Edited excerpts:

TCM: When and how did you incept your entrepreneurial and/or leadership journey at the Company of the Year 2021?

Neelamuthu: We started this ambitious journey in 2018. It was a commitment by us, in the face of stiff cultural resistance, to an industry battling everyday competitive pressure. We focused on the motto of "Uncommon thinkers reuse, what common thinkers refuse" - J.R.D. Tata.

Price cut, cutting corners on the process and product design within the permissible perimeter has come to a plateau. Improvisation of raw material has less bearing in the current context of consumption due to 'out of sync' between variables on the supply and demand side. Our industry experience of over two decades challenged us to experiment with this novel opportunity.

We had to think of new options to solve a pertinent everyday problem / malaise of this industry and thus we set upon our knowledge-intensive business. 3 years of this journey which

began by operating a hands-on supply chain distribution vertical was enriching, akin to institutional learning. This has set the stage for the next foray. Schic Lattice has identified 'select partners' to start the next phase to generate case studies of this experiment. Operational scaling up will be taken up in mid-2022.

TCM: Was acceptance a challenge while incepting. Take us through your hurdles in your journey?

Neelamuthu: Yes, it was overwhelming in the beginning but we never lost sight of the larger good that was to follow. Our reputation kept us in good stead and helped us build a healthy relationship with customers. To permeate the existing thought process among the industry stakeholders, as expected, has been an uphill task considering that we are speaking to our audience about a paradigm shift.

We decided to make it a Quid pro quo process of 'learning' cum 'revelation'. Our 'cash burn' phase of the supply chain cycle was utilized to secure market positioning. Our priority was to instill confidence in our customer's minds and to be his prerogative. This was much needed to position our knowledge-based product within the perceptible spectrum.

TCM: What are the most significant challenges you face today being at the forefront in your niche?

Neelamuthu: For us, the one most primary challenge is to condition a potential customer to see the advantage of using our services by translating it to real profit numbers. Second, we are designing an application for performance optimization of the existing press shop, each of which is dissimilar industry-wide with less scope for duplicity. The element of nonconformity that comes with each contract challenges us.

TCM: What according to you is your biggest USP that differentiates your organization from similar-sized players in the Indian market?

Neelamuthu: The steel supply chain is



a long existing industry with numerous replicate localization of mature global models. However, Indian players have not attained the 'best service quality and value for the money situation' on account of incomplete systemic efficacy. Our long association with the customer has sensitized us to this opportunity and we aim to convert this into our USP offering. We strongly believe our attempt is an industry first.

TCM: Shed some light on your team. How did you build a dynamic team?

Neelamuthu: At the helm, I along with my partner manage the business as qualified engineers. I bring to the table my association with the steel industry for almost 30 years. We are strengthened by a support team comprising marketing, operation, logistic and account staff. Our new induction is a team of data analysts and programmers.

TCM: What motivates you as a leader? And, how do you keep your team driven?

Neelamuthu: The biggest motivator for me is the possibility to bring a positive change in the supply chain service, through knowledge adoption. We want to help technocrats contribute as value creators in the business rather

than being mere participants.

TCM: What are some of the key technological transformations in your space, especially post-pandemic?

Neelamuthu: With the EV revolution at our doorstep, it has necessitated peak operational efficiency from the existing stakeholders to ensure sustainability and relevance. This transformation will see enhanced adoption of Information technology into their process.

TCM: What are the awards and milestones that you are most proud of?

Neelamuthu: We boast securing our place in our start-up market Bangalore, has been a significant milestone. Customer's acknowledging our work and joining hands to help us scale up fast is our biggest award. To mention as well, this recognition by the CEO Magazine is certainly the "icing".

TCM: Tell us about learning from 2020 and plans for 2021.

Neelamuthu: Tiding over challenges and timing the right opportunity of the cyclic business have been the greatest learning during 2020 alongside the understanding that customer-centric business will always succeed. In 2020, we have inched up to INR 10 crore turnover. In 2022, we plan to quadruple this number. We have invested in analysts and programmers to achieve this scaling up. We will also strengthen our servicing vertical team.

TCM: What advice would you give aspiring entrepreneurs looking to venture into the industry?

Neelamuthu: Every youth must strive to bring his ideas to the world through entrepreneurial endeavor. Start early and bring a positive change. Our nation needs more entrepreneurs to accomplish the dream of becoming a developed economy. Entrepreneurship is the sure way to drive excellence.

HOW TO CHECK YOUR DIECENIES

BUSINESS LOAN ELIGIBILITY?



Although several types of loans are provided by lenders, when you need a loan for your business expenses, a specific loan serves the purpose. It is referred to as a Business Loan. Like any other loan, you are required to fulfill certain criteria when you are availing of a business loan. So, let us get into these criteria in detail and check whether you're eligible to avail of a business loan or not.

What is a Business Loan?

Business loans are a type of unsecured loans. It provides financial support to your business. The loan can be used for various business-related expenses such as hiring new staff, expansion of your business, clearing out business debts, and so much more. It can also be used for starting a new business. Nowadays, availing of a business loan is a hassle-free procedure. If you are eligible and have all the required documents, you can easily get yourself a business loan in no time.



Eligibility Criteria for a Business Loan:

To avail yourself of a business loan, you have to fulfill the following criteria:

- You must be a self-employed individual.
- You must fall between the age group of 21 to 65 years.
- You must have business experience of at least 5 years and a minimum of 3 years of experience in the current operations.
- Your minimum ITR or Income Tax Returns per annum must be Rs 1.5 Lakhs.

If you fulfill all these criteria then you can simply apply for your business loan without any complications.

What is a Business Loan Eligibility Calculator?

Business Loan Eligibility Calculator can easily calculate the maximum amount of business loans that you can avail of. To calculate your business loan eligibility you simply need to fill up your monthly income and Easy Monthly Installments (EMI)

that you can pay. Business loan eligibility calculators are also the best way to find out which business loans suit you the best.

Which Businesses are Qualified for a Business Loan?

The businesses that are qualified for getting a business loan are as follows:

- Private Limited Companies
- Partnership Firms
- Self-employed individual
- Sole proprietorship firms
- Manufacturers
- Retailers and Traders

If your business is categorized under any one of the above-mentioned types of businesses, then you can easily apply for a business loan.

Necessary Documents for a Business Loan:

While applying for a business loan you need to provide the following documents:

 Identity proof such as Aadhaar Card, Voter ID Card, Passport, etc.

- PAN Card
- Address Proof such as Aadhaar Card, Voter ID Card, Passport, etc.
- Your bank statement for the last 6 months
- Certified Memorandum and Articles of Association copy
- Declaration of Sole
 Proprietorship or authenticated
 Partnership Deed copy
- ITR form with certified copies that include Profit and Loss statement, balance sheet, and income computation of the last 2 years

To Wrap Up:

Business loans are the best way to alleviate your business expenses. Although there are several business loans available in the market, you need to choose the one that best suits your business requirements and monthly income. To do so, you can make use of a Business Loan Eligibility Calculator. Furthermore, do not forget to compare different business loans before availing one yourself.



yurveda, the eons-old study of medicine from ancient India has a cure to various problems. Healthcare today is one of the most expensive facilities to avail whereas thousands are spent on beauty care every year by women and men across the country. The value of Indian Ayurveda is very well known amongst the Indians, but the next generation is not adopting this form of medicine for some reasons.

The core speculations behind the unpopularity of Ayurveda are unawareness along with various other ones. One of the major reasons is the immunity their body has developed against certain anti-biotic. Since they are already used to certain anti-biotic, it is difficult for the body to get affected by the natural home-made solutions, which makes their belief in the medicinal properties of Ayurveda weaker.

5000 years, the history of this natural, cruelty-free, and herbal medicine is. From curing some of the major diseases in the world to ensure a healthy lifestyle, the ancient people used to follow Ayurveda as a guideline unlike today when there are thousands of syrups, tablets, capsules, and injection shots are flooded in the market.

From ages, Indians followed a simple lifestyle along avoiding the synthetic elements in their lives. As the country remodeled into the fastest growing and youngest country in the world, it has also given a chance for people to become more technical in their lifestyle.

Natural Health Care

Turmeric: Turmeric has natural anti-inflammatory, antiseptic and healing properties that have potential to cure various dangerous diseases including Alzheimers's, heart conditions and cancer.

Ginger Tea: While there are various "organic" flavored tea that people tend to buy at higher rates from normal tea. Ginger helps in aiding the digestion process along with its properties that help in detoxifying the body. Drinking ginger tea or adding ginger as a spice in the tea helps in rejuvenating the skin along with healing.

Coconut Oil: The oil not only has nourishing properties but is also helpful in boosting immunity and strength. Coconut oil is loaded with saturated fat that increase the good cholesterol levels in the body. It boosts the weight loss process along with providing a moisturizing effect.

Sea Salt: Til or Sesame is a common Indian ingredient that is used in Indian households in one form or another. Sea salt is extremely beneficial in keeping one hydrated, reducing fluid retention, balances electrolytes and helps the digestive system in the body.

Neem: A well-known ingredient with its strong pungent smell has been a natural cleanser used by many for its antifungal and anti-bacterial properties. Neem oil can be used to clean the skin as it penetrates deep into the skin and boosts the immune system by soothing the body internally. The essence of Ayurveda still exist in the Indian homes, but now the "Dadi Ke Nuskhe" or Grandmother's wisdom of natural healing with ingredients from the kitchen are not used anymore. As the concept of "organic eating" and "sustainable living" is introduced, India, once again, is becoming a target of the foreign rule as they tend to follow the mentioned trends. Independent India is once again buying what it owned in the first place like the shirts made from raw cotton produced in India before independence. The fact the Indians know these hacks but do not follow them or include them in their beauty care regime is making India disengage further from its rich culture. It is high time that Indians value and practice these hacks



Get An Unforgettable Experience

With The

rich flora & fauna of Jim Corbett

im Corbett, highly rich in flora and fauna, is a forested wildlife sanctuary in the state of Uttarakhand. It is located in the Himalayan foothills near one of the popular and most visited hill stations Nainital. There are many amazing places to visit in Jim Corbett to give you an unforgettable experience.

Places to Visit in Jim Corbett

Jhirna

Jhirna safari zone in Jim Corbett National Park is one of the five tourism zones open to the public. It is popular for sloth bears and tiger sightings. Characterized by dry deciduous forests animals like deer, nilgai, chital and elephants can also be spotted here. It is one of the popular places to visit in Jim Corbett amongst bird watchers for housing some migratory and rare birds. An entry permit for the safari needs to be obtained to enter the Jhirna Zone. A safari jeep and a guide are also mandatory to enter the zone. During the monsoon from July to September, advance booking of safari cannot be done because safari can get cancelled due to heavy rainfall.

Brijani is one of the important zones of the Jim Corbett National Park. It is the best place to visit in Jim Corbett after Dhikala to spot the royal Bengal Tigers. Characterized by Sal trees, animals like Chital, Sambar and rare Hog Deer can also be spotted here. Brijani is also a popular place to visit in Jim Corbett among birdwatchers as it houses 600 species of rare and migratory birds. There are two forest rest houses which are available for tourists. A safari jeep and a guide are also mandatory to enter the zone.

Durga Devi Zone

Durga Devi Zone at Jim Corbett is famous for its safari through dense forestation and hilly terrain. Other than regional flora and fauna, the enchanting zone houses a number of exotic birds and therefore is a favourite place to visit in Jim Corbett amongst bird watchers. Wild Elephants, Spotted and Barking Deer, Sambar, Jackals and the Black-faced Monkey can also be spotted here.

Brijani

Top Tourist Attractions in Jim Corbett

The Dhikala Forest Lodge is the most popular tourist attraction at Jim Corbett National Park. It is famous for spotting the Bengal Tiger, spotted deer, Dhikala Chaur and the rare Hog Deer. Dhikala is located 30 kilometres inside the Dhangari gate and is open to tourists from 15 November to 15 June. Dhikala is the only tourism zone where a centre safari is available. The rooms at Dhikala Forest Lodge are divided into six different wings offering 32 rooms and 12 bunk beds in two dormitories. There is also a restaurant at Dhikala which serves buffet meals and a canteen run by KMVN. Alcohol and non-vegetarian food are prohibited inside Jim Corbett.

Kosi River in Jim Corbett National Park traverses through the eastern boundary and makes a picturesque location with a breath-taking view of the hills in the backdrop and pristine clear waters, inhabited by mahseer fish, it attracts huge numbers of migratory birds. It is also popular for rafting after obtaining permission from the authorities. Kosi originates from Darpani Dhar and flows through the valleys before touching the eastern periphery of the Corbett National Park. It doesn't really enter the park boundary but is a major source of water for the wildlife.

Best Time to Travel Jim Corbett

The Winter Season in Jim Corbett stays from October to February and Jim Corbett's temperature fluctuates between 8 degrees Celsius to 28 degrees Celsius. Jim Corbett's weather in this season is quite pleasant and cool which will make your exploring experience satisfied. The monsoon showers leave this place refreshed and rejuvenated. This is the time when you will spot the maximum number of birds. This season allows you to enjoy plenty of adventure activities such as rafting, safari rides, nature walks and trekking. There are some fun places to visit in Jim Corbett and this is the season when you will be exploring the rich biodiversity of the region. It is one of the best places to visit for photographers and wildlife enthusiasts. It is the busiest season for Jim

Corbett hence; it is suggested to make your booking on accommodation in advance.

The Monsoon Season in Jim Corbett is marked from June to August and Jim Corbett's temperature stays between 23 degrees Celsius to 35 degrees Celsius. The monsoon brings heavy rainfall to this region due to its location on a heavy monsoon belt. Jim Corbett's weather in this season is perfectly bearable and nicely comfortable but due to the rainfall humidity may arise. The entire area looks ethereal and magical as you experience nature to its glory. This season allows you to experience some adventure activities like hiking, nature walks, jungle safari and trekking through the hillocks is a worthwhile experience. It is a season when you will be able to spot some regional birds and mammals of the area. There are some exotic places to visit in Jim Corbett.

The Summer Season in Jim Corbett stays from March to May and Jim Corbett's temperature ranges between 16 degrees Celsius to 40 degrees Celsius. Jim Corbett's weather in this season is hot but due to the lush green surroundings this place manages to remain fresh and balmy and humidity is relatively low. This is also a season when a lot of travellers do visit this place to spot mammals near water bodies since all the five zones are open during the season. Activities like river rafting, jeep safaris, nature walks and angling are popular in summer. But summer sees fewer tourists than winters hence; you may find some great deals on accommodations.

How to Reach Jim Corbett

How to Reach Jim Corbett by Air-This is not an ideal mode of transport to reach Corbett. However, Pantnagar Airport would be the nearest domestic airbase at a distance of 50 kilometres away from Corbett and it is well connected to other major cities like New Delhi, Mumbai, Kolkata, Shimla, Jaipur, Chandigarh and Lucknow. For foreign travellers, Indira Gandhi International Airport in Delhi is the

closest international airbase which resides 235 kilometres far and this busiest airport in the country is widely connected to other prime international cities such as New York, London, Paris, Dubai, Singapore, Moscow and Hong Kong. Plenty of airline carriers such as Air India, Jet Airways, IndiGo, Spice Jet, Go Air, Air Asia, the Fly Emirates and Qatar Airways do operate regular flights. Once you reach the airport you can easily take the bus or hire a cab for a further journey.

How to Reach Jim Corbett by Train- Ramnagar Railway Station is the nearest railhead for Jim Corbett and is nicely connected to other major cities like New Delhi, Kolkata, Haridwar, Varanasi, Shimla, Jaipur, Chandigarh Muradabad and Lucknow. Train options such as Uttar Sampark Kranti Express, Varanasi Dehradun Janta Express, Lucknow Mail, Doon Express, Delhi-Bareilly Passenger Slip and Ranikhet Express are some decent train options that run trains to Ramnagar Railway Station on regular basis. Although there is only one train from Delhi so you could take the daily overnight Ranikhet Express that connects Delhi with Kathgodam and then can take a taxi to Ramnagar, it is a more convenient option. From outside the Ramnagar Railway Station, you can state bus or hire a taxi to reach your destination.

How to Reach Jim Corbett by Road- Jim Corbett is finely connected to other prime cities such as Haridwar at a distance of 130 kilometres, Shimla which is approximately 443 kilometres, Lucknow at a distance of 400 kilometres, Jaipur which is nearly 478 kilometres far and Bareilly at a distance of 152 kilometres via well-maintained and smooth roads connectivity. Travellers have options of state buses and private in deluxe and semi-deluxe variants to reach Jim Corbett as per their preference and convenience. Tourists do travel to Jim Corbett by their vehicle and if you are heading from then NH-734 is the route to follow and from Bareilly, the NH-

530 route is good to go. There are several beautiful places to make your visit memorable.

5 Star Accommodation Hotels in Jim Corbett

Taj Corbett Resort and Spa, Uttarakhand is located near Garjiya Devi Temple and it offers you the facilities such as Café, Restaurant, Bar, Bakery, Barbeque, 24-Hours Coffee Shop, Kids' Play Area, Paid Shuttle Services, Gym, Spa, Massage, Steam and Sauna, Facial Treatments, Bonfire, Jungle Safari, Rental Vehicles, Lounge, Jacuzzi, Lawn, Medical Centre, Wake-up Call, Bellboy Service, Concierge Service and Multilingual staff along with some other basic facilities. Paatlidun Safari Lodge, Jim Corbett is situated at Mohaan, Ramnagar and it provides you with the services of a Café, Bar, Restaurant, Barbeque, Bakery, Kids' Meals, Kids' Play Area, Free Shuttle Service, Swimming Pool, Activity Centre, Spa, Steam and Sauna, Salon, Massage, Jungle Safari, Bonfire, Rental Vehicles, Tours and Treks, Jacuzzi, Fireplace, Library, Balcony/Terrace,

Bellboy Service, Concierge Service and Multilingual Staff with some other services. Namah is residing at Dhikuli, Ramnagar and it gives you the amenities like Bar, Restaurant, Shuttle Service, Swimming Pool, ATM, Yoga, Gym, Spa, Steam and Sauna, Massage, Bonfire, Rental Vehicles, Game Room, Lawn, Seating Area, Doctor on Call, Wake-up Call and Multilingual Staff. Aahana- The Corbett Wilderness is located at Kaniya, Ramnagar and it offers you the services such as Restaurant, Bar, Bakery, Barbeque, Kids' Meals, Kids' Play Area, Gym, Yoga, Meditation Room, Steam and Sauna, Bonfire, Rental Vehicles, Jungle Safari, Tours and Treks, Jacuzzi, Sun Deck, Library, Lawn, Business Centre, Doctor on Call, Wake-up Call and Bellboy Service. All of these mentioned accommodation options are providing installed sanitisers, masks and gloves due to safety reasons and precautions.

MOST LUXURIOUS Cars in the World

rom prestigious and speedy supercars to luxurious sedans to be chauffeured around, know which extravagant vehicle has made it to the list of most luxurious car in the world.

The feeling of sitting in the most desired vehicle comprised of luxurious interiors, comfort, high technology and beyond belief performance, that on the cloud nine feeling, is what you desire in teh most luxurious car in the world. Luxurious car brands are crafting the same symphony of symphony on four wheels. What makes a luxurious care, the best choice?

Well, most of the names in the list personify the class with epitome of comfort, luxurious drive, great to be driven in, and comprehensively luxurious experience.

Most Luxurious Car In World

Mercedes, is one of the brand leading the most luxurious car in the world list with three of its cars stealing the spots.

Mercedes Benz S Class:



German company Daimler AG's a division Mercedes-Benz has been the German automaker behind the most luxurious car in the world, with the series of full-size luxury sedans, limousines and armored sedans, Mercedes-Benz S-Class. The car was formerly known as Sonderklasse which translates into German for "special class", abbreviated as "S-Klasse".

A car that has been the most luxurious car in the world 2020, Mercedes S class 2020 is the sixith generation is engineered and designed to be superbly comfortable and functionally exceptional as a the long-wheelbase saloon.

The seventh generation W223, which was unveiled on 2nd September 2020, will be exemplifying luxury with the next generation AMG GT and SL-Class models inbuilt with five displays, AR Head Up Display and an ambient lighting system. It will pioneer as a car with rear seat airbags that use ambient air, instead of gas that is widely used in automotive airbag systems. Owners will love it at least as much for the extravagant statement of wealth and status it endows and for the unmatched sense of occasion you enjoy when travelling in one. But, while many won't ever know as much, the latest Phantom is also an utter joy and a rare pleasure to drive.

One of the most expensive luxury sedan cars in the world is also by this series called Mercedes-Maybach S-Class.

2. Mercedes-Benz E-Class



The 2021 Mercedes Benz E class becomes synonymous to luxury in 2021, with its extensive mid-cycle refresh this year applied on sedan as well as the coupe and cabriolet models. With revolutionized exterior consisting of both latest front and rear styling, 2021 Mercedes-Benz E-Class facelift is one of the top most luxurious cars in the world to be introduced in the Indian market.

E, which stood for Einspritzmotor (German for fuel

injection engine) which appeared in 1960s and became a prefix later, has been historically Mercedes-Benz' best-selling model. The 2021 model will showcase a brand new steering wheel, latest infotainment system, and enhanced driver-assistance tech. The E450 is equipped with twin-turbo V-6 for a new turbocharged inline-six-cylinder engine with a 48-volt hybrid system that sends 362 horsepower to the sedan's all-wheel drive system. There's also a new plug-in hybrid model, the rear-wheel drive E350e, which has a four-cylinder engine and an electric motor to generate a total output of 315 horsepower.

Mercedes-AMG E53



What's better than a Mercedes E-class? A car with refreshed automotive excellence in effort to produce some of the finest luxury cars with more power, bigger tires, and a suspension tuned for speedier lefts and rights.

With AMG-tuned turbocharged 3.0-liter six-cylinder delivers 429 horsepower and 384 pound-feet of torque, its inline-six is paired with a sharp-shifting nine-speed automatic transmission and 4Matic all-wheel drive.

The most luxurious car in the world has standard air suspension handles twisty sections. Sporty and alluring, the car is also equipped with Driver Assistence package allowing a smooth driving experience with hand-free driving on highways for up to one minute and capacitive touch pad wrapped around the steering rim detects the driver's hand allowing river to loosely hold the steering wheel as system continues to steer the car.

Rolls-Royce Phantom



Speaking of the grandeur experience expected form the luxury cars, Rolls-Royce Phantom is a peerless option in global car market with superbly comfortable gently loping and deliciously indulgent-feeling but also supremely quiet and smooth, despite Rolls-Royce's fitment of the latest run-flat tyre technology. 2021 Rolls Royce Phantom perfectly sync the old world meete new design with out of the world ride and luxurious interior. The second to none extremely comfortable experience by the car is equipped with the chosen finest leathers, woods, metals, and fabrics with silken 563-hp twin-turbo V-12 paired with an eight-speed automatic and rear-wheel drive.



Think of the Audi A7 as an A6 with flashier styling, a hatchback, and nine more cubic feet of cargo space behind the back seat. The two are mechanical twins, however, the big news for the 2021 A7 is the addition of a plug-in hybrid model that gets a turbocharged four-cylinder and an electric motor for combined output of 362 horsepower. The A7 PHEV is capable of 17 miles of electric-only motoring and has a starting price of \$75,895. The standard A7 is still powered by a 335-hp 3.0-liter V-6 that uses a 48-volt hybrid-assist system to minimizes turbo lag and smooth its stop-start operation. Audi's Quattro all-wheel drive and a seven-speed automatic transmission are standard.

Look Out Cultural Aspects of Doing Business in India

his Indian hello has to be one of the very common buzzwords along with "Bollywood" (https://theceo.in/blogs/debut-films-of-bollywood-actors/) and "Yoga" that foreigners associate India with. At least, that has been the case hitherto as their search to discover cultural aspects of doing business in India has begun.

Today, we have fortunately people endeavor to break stereotypes through information, especially when they are curious about India as a target market for their business.

Culture, from an international business point of view, becomes one of the priorities in the checklist. While Western and Asian cultures have been two different sides of the coin, even Asian culture varies from what you see in

India to what you see in Korea or Turkey for that matter.

India, in itself, is diverse. And to define diverse, well, sceneries, temperature, the colour of local people's skin, where they pray, and indeed, food are the easiest to understand elements to differentiate one part of India from the other. However, culture is an important intangible game changer.

Culture, which roots from social heritage, can be tricky as Indian culture differentiates and, at the same time, unifies India as a whole. Indian culture is driven by a certain set of values. A simple example, it is common for Indians to live with their parents in their 30's, 40's, 50's, actually, for the entire life if they don't choose to start a nuclear family or shift to a different city for work.



So, save the cultural shock! Here's all you need to know about cultural aspects of doing business in India:

Cultural Aspects Of Doing Business In India

If you are working with Indians, building relationships and trust is paramount for business in India. In your journey, you will experience the following words become real-life situations, so here's what you need to know:

Handshake or Namaste?

Well, a handshake is common across India and acceptable in both south and North India. Namaste, which is pronounced nuh-muh-stei, is the Indian version of hello, however, in reality; it is not commonly used in Indian business scenarios.

Indians, do say Namaste when they are greeting elder relatives, so, you can indeed use this to form relationships with locals and elders around your neighbourhood to create a more hassle-free time here in India.

India has one of the largest English speaking population And even though there is no national language in multilingual India, there are many regional languages but most people are equipped with basic English knowledge.

Sir and Ma'am culture:

Speaking of doing business in India from a cultural perspective, you may hear sir and ma'am, used around you, quite often. Again, a good example of cultural differences in business between the US and India, these salutations represent the hierarchy in Indian business culture and are still used in many organizations across the country. While some next-generation Indians are trying to move out of this Indian corporate culture by using names to call anyone in the company from the employee's desk to the CEO's.

But, yes, this business culture exists, be it for travelling up the corporate ladder through by fulfilling the senior's self-esteem giving the status or the fear of disrespecting the senior.

Clothing also plays an important aspect, when it comes to Indian business culture. In India, you may also find people using honorific called "Ji" for both women and men.

The Right Body Language:

Moving ahead from greeting and titles, how you act can also become cultural risks of doing business in India. Body

language tends to be a language proffered by Indians to say what they intend to. We can say that Indians value their personal space and at the same time, they have a conservative outlook towards physical gesturing. Having mentioned gesturing, well, you can cross culture into India, without our famous gestures, head shake, for example.

So, Indian gestures you must know to avoid cultural challenges of doing business in India:

- Hugging and Touching: Owning to the traditional values, hugging and touching between opposite genders in public isn't taken well.
- The Right Hand: It is may seem extra, but Indians are particular about their food-related gestures. Some people with a conservative thinking approach may point you out or tell you to eat the curry and roti with the right hand. Using the left hand to eat is frowned upon in most cases. https://theceo.in/theceo-magazine/tcm-health/are-you-using-top-indiansuper-foods/
- Showing the soles of your feet or your shoes, or pointing your feet towards is considered disrespectful in India.

What You Wear is Sensitive Topic:

Even though there has been an impact of foreign culture on Indian business, you can find a mix of western and traditional clothes worn by women, nothing too revealing though. The conservative professional attire for a woman is a business dress or a suit with a blouse that should not be low-cut and, in the case of skirts, not be too short. They can also wear Kurti and salwar, leggings, or palazzos with basic colours and designs.

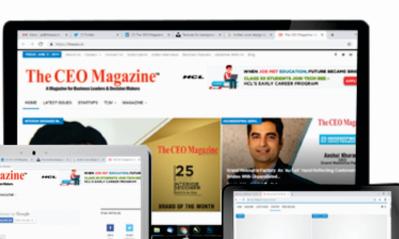
While the dress code may differ due to the season and city, it is acceptable for men to wear a suit with a tie and in summers, ditch the jacket and tie.

First Step Towards Indian Culture

Our culture defines us, India is diverse, it's changing, the country is poised as one of the youngest countries in the world, and we appreciate your passion to learn about India, The CEO Magazine hopes you enjoyed the read about the cultural aspects of the doing business in India.



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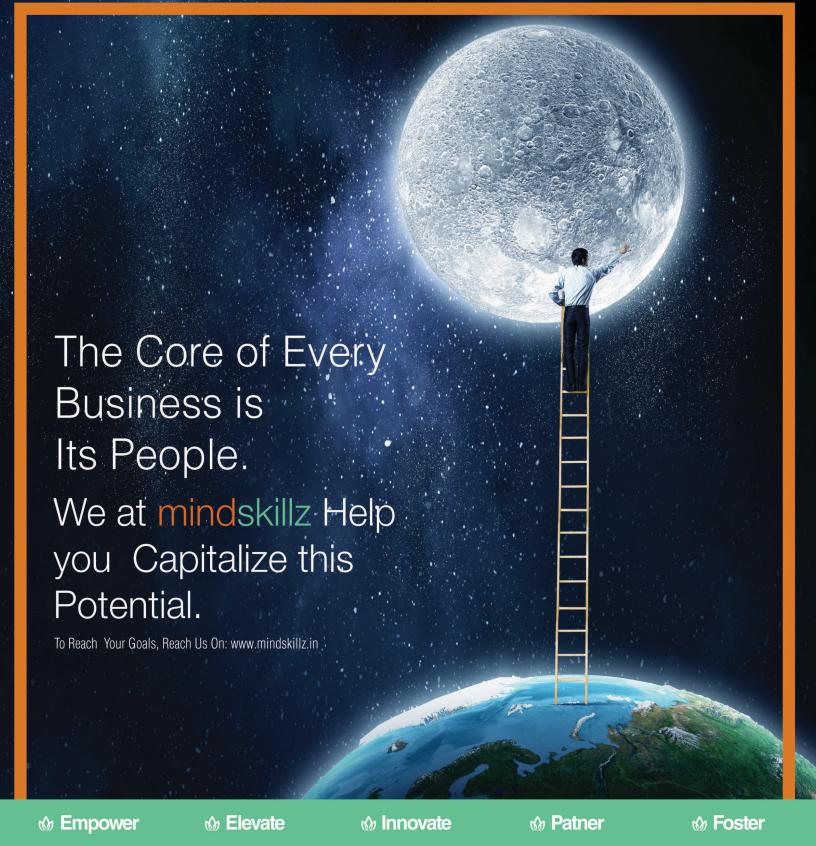
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