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CEO REVIEW

MAGAZINE

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Inspiring The Business Community...

 **ENTREPRENEUR**
Of The Year 2022

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SEAN CASTO

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EDDIE REDMAYNE'S CHOICE

On stage and in film, Eddie Redmayne has portrayed some of history's most intriguing and complex characters. With a true love for both detail and variety, his choice of roles has established him as one of the most versatile and passionate actors of his generation, with accolades to his name including Golden Globe, Tony and Academy Awards. Proof that he not only loves a challenge, but also thrives on it.



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Editor's Note

"Success usually comes to those who are too busy to be looking for it."

-Henry David Thoreau

Steve Jobs once said, "If you really look closely, most overnight successes took a long time." The maverick was absolutely right in saying so as no successful company is built overnight. It takes a lot of perseverance, rock solid will to withstand the testing times, and above all the never-say-never attitude. In this issue, we have featured such companies which stood the tough times and emerge victorious over a period of time. Winston Churchill, former Prime Minister of the United Kingdom once said, "Success is not final; failure is not fatal: it is the courage to continue that counts." Running a company requires a whole lot of attention and focus.

A company need not get too overwhelmed by success, at the same time, it should not get demotivated with failure. What matters here is the unwavering courage to run the company that works with a modus operandi of win-win situation. While running a business or company, problem is imminent and that is only when we get to know our weak links. This is why Anthony Robbins said, "Every problem is a gift – without problems we would not grow." It is not a child's play to remain rock solid in today's circumstances. A whole lot of companies have rolled many heads owing to the losses during the lockdown.

Nevertheless, there are a number of companies who stood by their employees and offered support to them. We will get to learn a lot about how these companies battled it out with these times. How they are running their companies efficiently.

Enjoy reading!

Arpita Deb
Managing Editor
CEO Review Magazine



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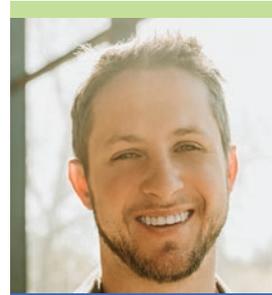
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SEAN CASTO

PRESIDENT & CEO, PREAPPS, LLC

THE MULTIFIELD ENTREPRENEUR WITH DIFFERENT VENTURES UNDER ONE SUCCESS STRATEGY

At the tender age of eight, best-selling author and accomplished CEO Sean Casto had already figured out his destiny. A decades-long journey of serial entrepreneurship followed, during which he built seven successful brands on three core pillars – Impact, Growth, and Excellence.

According to Sean:

- **Impact** entails helping others achieve their goals and dreams.
- **Growth**, on the other hand, is the principle they use to maintain continuous growth and improvement in each area of business, including marketing, sales, operations and client experience.
- Then **Excellence** emphasizes providing world-class services, with everyone operating under a common mindset of excellence.

He now leads *PreApps* and *Casto Capital* as founder and CEO, through which he has established himself as a global leader in mobile app marketing and investment management.

Here are exclusive insights into Sean's entrepreneurship journey, the business lessons he has picked up along the way, and the formula he uses to sustain two multidisciplinary ventures across different fields successfully.



Breaking down barriers in mobile app marketing

PreApps is a mobile app marketing agency that has been in business for over ten years. Sean Casto founded the company in 2012 and then proceeded to steer it to the top, making *PreApps* the leading Mobile App marketing agency in the United States.

So far, *PreApps* has helped over 3,250 app businesses achieve Millions of app downloads and users. This extraordinary growth is courtesy of Sean Casto's team working closely with mobile app businesses from the pre-launch to the post-launch phases.

The agency now serves a diverse range of clients – from early-stage startups to enterprise apps, across all the 24 major app categories on both the Apple App Store and Google Play Store.

Dynamic investment portfolio

Sean's other fast-growing baby – *Casto Capital* – is quite the contrast to *PreApps* in many ways.

Whereas the latter majors in app marketing, *Casto Capital* is a private investment company with assets across Multifamily, Commercial, Hospitality, Self-Storage, and Stocks. The CEO has built it brick by brick into an investment powerhouse that currently boasts a dynamic real estate portfolio spread across California, Arizona, Arkansas, Texas, Tennessee, and Florida.

Shared business success strategy

It turns out, however, that although the operations might be different across the two companies, *PreApps*



and *Casto Capital* share a common business success strategy built on Sean's three pillars – Impact, Growth, and Excellence. Sean believes that the quality of your team will determine the quality of success you can achieve. He even goes on to add that to obtain extraordinary success, you must build and nurture relationships with extraordinary people.

Therefore, as the business owner, Sean's primary focus is to build a team of incredibly talented individuals and empower them with the resources, culture, and environment they need to thrive.

Every quarter year, for instance, he breaks down each of his departments (Marketing, Sales, Operations, and Client Experience) and then challenges the individual team members to come up with at least three areas of improvement – on both how the organization can better serve them personally and how they can better serve the organization.

Then every week, Sean challenges his teams to come up with at least one idea that can make their roles just 1% better. He believes that such small weekly improvements accumulate and compound over time into massive transformational results.

These teams of talented professionals have been operating virtually since 2014. That puts both *PreApps* and *Casto Capital* far ahead of all the companies trying to implement the same after the COVID-19 pandemic.



Sean insists that the pandemic changed nothing in his companies. His executives are still spread throughout the United States, from California to Massachusetts, Florida, Arizona, and Michigan. What's more, the companies continue to live by their core values of integrity and business ethics while attracting world-class individuals to their brands and programs.

So well-coordinated is the entire system that PreApps has even won various awards for its elite team, culture, and workplace environment.

Entrepreneurship journey

According to Sean Casto, the one thing that propels his entrepreneurship success is progressive all-rounded development. He has, through the years, cultivated the habit of chasing daily growth and improvement in every area of his life, including family, health, business, investing, and relationships.

Sean's daily success habits begin each morning by feeding his mind through a 15-minute read, his body with a cup of coffee, and his soul through prayer and gratitude. He also exercises regularly and tends to spend

at least 30 minutes each day strategizing his future business and personal investments.

The learning process itself never ends. Sean argues that the more you learn, the more you get to earn. As such, he's still investing heavily in professional and business development. Seminars, conferences, mastermind groups, and direct mentorships alone have cost him over \$250,000, which is nothing compared to the business success he's achieved from it all.

That said, Sean's passion for business is fuelled by his obsession with turning ideas into reality. His immediate goal at the moment is to double the size of both PreApps and Casto Capital. Otherwise, when he's not running his businesses, Sean Casto enjoys traveling, walking on the beach, and golfing. You'll either find him on the golf course or spending quality time with his family.





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7 Tips for Launching a Winning Startup in Any Industry



Launching a startup is never an easy task. There are many things that you need to do right in order to ensure the success of your company. However, there are some tips that can help you launch a winning startup regardless of the industry it is in. In this article, we will discuss 7 tips for launching a successful startup in any industry.

With the advent of technology and the increasing popularity of the internet, there has never been a better time to start your own business. No matter what industry you are in, launching a startup can be extremely difficult and intimidating. However, if you follow these steps, you will be well on your way to being successful in any industry. Keep reading for tips!

1#

Determine the need for your product or service. The first step in launching a successful startup is to identify what problem you're solving for your customers. If there isn't a clear need for your product or service, then it will be very difficult for you to stand out from the crowd and gain traction in the market. Spend some time researching both consumer

and business needs, as well as potential competitors that are already addressing those needs.

2#

Conduct thorough market research. Once you've determined the need for your product or service, you should continue doing research into your potential market. This involves understanding who your target customers are, what they want



and expect from your company, how much they are willing to pay for your product or service, and so on. It's important to have a good understanding of your target market before you start developing your product or service, as this will help you make key decisions about pricing, marketing, and more.

3#

Develop a strong business plan. While having an excellent product or service is essential for startup success, it isn't everything. You also need to have a solid business plan in place that outlines your company's goals and strategies for achieving them. Your business plan should include information about how much money you need to raise in order to get started and what milestones you want to achieve within the first year of launching your company.

4#

Build an effective marketing strategy. In addition to having an outstanding product or service, you also need to have an effective marketing strategy in place that will help you reach your target customers. This could involve a combination of traditional and digital marketing tactics, such as search engine optimization, social media marketing, pay-per-click advertising, email marketing campaigns, and more.



5#

Establish relationships with investors and partners. Many successful startups are the result of partnerships between companies or individuals who work together on existing products or services. In order to find potential investors for your startup or make connections with other businesses who can partner with you on certain projects, it's important to start building these relationships early on. Attend networking events in your industry and online platforms like LinkedIn or AngelList in order to meet professionals who may be interested in working with you.

6#

Be flexible and willing to adapt. Launching a startup is often a long and challenging process, so it's important to be prepared for things to change as your company grows. For example, your marketing tactics may need to be adjusted based on the results that you're seeing or new competitors entering the market. Remain open-minded and take feedback from both customers and team members into account when making decisions about your strategy moving forward.

7#

Focus on customer service and satisfaction. Whatever industry you're in, customer satisfaction should always remain one of your top priorities when running a startup business. It's important to listen to what customers are saying about your product or service, whether they have complaints or compliments. And if they are having problems with your product or service, do everything you can to resolve their issues as quickly and efficiently as possible. This will help ensure that customers continue buying from you in the future and that they'll be more likely to recommend you to others.

Conclusion:

As you can see, launching a successful startup requires a lot of work, research, and planning. But by following these tips, as well as staying flexible and open-minded throughout the process, you can give yourself the best chance of success. Determine the need for your product or service. The first step in launching a successful startup is to identify what problem you're solving for your customers. If there isn't a clear need for your product or service in the market, then it's unlikely that customers will be interested in buying from you.

So how can you go about determining if there's a need for your product or service? One way is to run surveys and polls among your target audience to find out what their pain points are. You could also perform keyword research to see if people are already discussing their problems with similar products or services online. Additionally, consider reaching out directly to potential customers by asking them what they're looking for when it comes to purchasing decisions and how satisfied they've been with existing solutions.

GIVING THE MARKETING EXPERIENCE YOU DESERVE

How many times do we see kids of four years having a passion for business? Most of our readers would say how is that even possible. Well, some kids are always born with the rarest of the rare talent. Today, we are going to discuss the journey of one's talent who has been nurturing his business acumen since his early childhood days. We are talking about none other than Braedon Kruse, Marketer at Sooner Marketing Solutions. Braedon has had a deep passion for business since the age of four. Inspired from day one, he built a lawn care business, food stand business, and began a grocery store delivery service before the stores offering curbside or doordash existed.

He designed business cards and flyers and made friendships with like-minded people who trusted him. His grandfather also helped water the seeds to become a businessman. *"Because of him, I have gained knowledge of what it is to be a businessman, what to do, and more importantly, what not to do"*, asserts Braedon. At the age of fifteen, Braedon's grandfather passed away, and Braedon was left with 20% ownership of a product he helped patent, the Dead Bolt Anchor Company. A product designed to fit inside the jam of exterior doors to prevent unwanted door break-ins.

For fifteen years Braedon has offered this product to ensure every home across the United States can keep what's most valuable safe. However, his journey as a marketer in true sense began after graduating from Broken Arrow High School in 2012 when he purchased a one-way ticket to New York City. Here, he represented several brands through multiple marketing agencies and gained the experience of being a part of the office, and learned the ins and outs of creative marketing as a brand ambassador. Nevertheless, in the absence of a mentor to guide Braedon through

the process of his dream of having his own marketing company, he returned to Tulsa, Oklahoma, and began his own marketing agency.

Marketing campaign tailored to client's specific needs which continues to be modified to their changing needs

Throughout his journey, Braedon carried forward one habit that began in his fourth grade which has reaped huge benefits. He had this habit of making notes on slips of paper that he used to tuck in a briefcase. That has worked wonders in his marketing career. Today, he uses that first-hand experience to ensure that Sooner Marketing Solutions, combined with his talented marketing team members form a unique relationship and experience with every business. Because of their relationships with their clients, they can ensure that their marketing campaigns are tailored to their specific needs and continue to be modified to their changing needs.

Their team is passionate about working with their clients, delivering more than a service. They strive to create an inviting ecosystem for their team, vendors, subcontractors, and clients working cohesively to accomplish goals and objectives. They commit maniacally to their mission and metrics. Also, they share ideas openly and are remarkably transparent. They favor autonomy and take ownership. They believe in the power of amazing people. Above all, they dare to be different and question the status quo.

"Because of our own desire to offer the best services, our client's success is our satisfaction, so we continue to monitor the outcomes with unsurpassed analytics. Here at Sooner Marketing Solutions, we believe transparency is the most important component of any relationship to earn trust, therefore we continue to do our best to give our customers the marketing



BRAEDON KRUSE
CEO | SOONER MARKETING SOLUTIONS



experience they deserve”, he says. All these years, Braedon has ensured proper time management, communication, and building relationships outside of just business. To do so, he gets up early, makes physical fitness a priority, reads or listens to audiobooks, spends time with people who inspire him, never leaves overdue tasks, accomplishes daily tasks that make progress towards the larger goal/objective.

Making the best out of changes taking place in technology and social platforms

He is working with short and long-term goals. He has set many personal and business goals ranging from 3, 5 to 10 years that are both financial and non-materialistic. On his desk he has set up those goals to view and work on them daily. To keep a tab on his goals, he has to go through several challenges such as knowing the right time to hire the right team member who will help him in his goals. Also, with the growth of the agency, managing budgets and cash flow is another challenge that he has to look after.

Besides, he has to keep abreast of the changes that have been going on in the technology for many years.

Between technology, social platforms, and many other factors, the marketing and advertising industry is changing in a number of ways. User Generated Content (UGC) and Brandformance with personal branding are the biggest change in consumer behavior adapting to the type of content that is being consumed. People are loving the behind the scenes/raw/natural style of consuming content. This is one of the many things that have changed over the years but has made the most impact. Braedon tries to make the most out of these changes and offers tailored solutions based on these significant changes.

In order to do that, he takes inspiration from a number of areas such as competitor and industry research. He calls it their “Pow Wow” days to strategically create new strategies for the agency and clients. Apart from this, he surrounds himself with like-minded individuals which has been most impactful in his overall growth. The saying goes, *“Tell me who you are with and I will tell you who you are.”* stands very well. He advises to choose “your people” wisely and keep your circle of people to under 10.

From his worldly-wise knowledge and experience, he advises people to build relationships with a team, show occasional empathy, and understand who they are and what’s going on in their life. Sometimes performance is affected by outside influences. Set clear expectations, deadlines, and balance. He further advises to make sure that you have the ABILITY to perform what you’re capable of doing. The MOTIVATION that determines what you do. And the ATTITUDE that will show how well you do it. *“Do what you say you’re going to do, build those 10 relationships and keep those people closest to you, and learn how to communicate effectively”,* he concludes.

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KUSHAL RAJ CHAKRAVORTY

FOUNDER AND MANAGING TRUSTEE
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SERVING UNDERPRIVILEGED: BUILDING NATION

At certain point of our lives, most of us want to do our bit for the underprivileged but the daily hustle of our lives makes it almost impossible for us to take the first step towards the noble cause. Nevertheless, there are people who have devoted their entire life for serving the underprivileged. Today, we are going to talk about one such personality who had an illustrious corporate career with a work experience of 20 years in the corporate world. His immaculate learning years were supported by an engineering degree from BIT Mesra, Ranchi, and strengthened by an MBA from IIM Lucknow. His professional life catapulted with his stint with IKEA which lasted over a decade.

We are talking about none other than Kushal Raj Chakravorty - Founder and Managing Trustee of Lotus Petal Foundation. Kushal led different global roles in furniture, textile, and carpets and traveled across continents for work. In November 2011, Kushal established the Lotus Petal Foundation from his savings. He envisioned that the trust would enable people and non-profits to promote their work- Kushal actively participated in this by sharing his finances and solving situations with his judicious insight. To manage and lead the organization, Kushal hung his boots in the corporate sector in 2016 to be fully immersed in the calling of this life journey.

Lotus Petal Foundation is a non-profit organization founded with the primary objective to create equal opportunities for underprivileged children in the urban slums of India. The Foundation makes high-impact interventions in education, nutrition, and livelihood for the child and his/her community. The foundation runs two age-appropriate schools (Vidyananda School and Lotus Petal Sr. Secondary School) and one fast-track education program for

underprivileged children. The Foundation started the Lotus Petal Sr. Secondary School in April 2022 in the outskirts of Gurugram, Haryana and envisions it as the largest school for underprivileged children in India. The school currently has classes from Grade 3 to Grade 8 with around 500 students enrolled. Going forward, the school will be affiliated to the CBSE board and will cater to approx. 10,000 children.

Giving a life of dignity

The 2,10,000 sq. ft. school campus is being built keeping in mind the environmental sustainability and Sustainable Development Goals (SDGs) not limited to quality education, gender equality, reduced inequalities, affordable and clean energy but extending to clean water and sanitation and building sustainable cities and communities.

The idea of Lotus Petal erupted on one cold morning in November. Kushal noticed a group of young children at the bus stop. They were clad in a basic uniform with a shirt and shorts, did not have any extra clothing to feel warm, and walked barefoot in the biting cold. He looked down at his children, the warm clothes they were wearing, and wondered how lucky they were. This moment changed his life because he wanted those kids to have the same. He visited a temple nearby to enquire about them. He learned that they were part of a school run inside the same temple. There were over 200 children, but none of them had access to warm clothes, shoes, socks, or stationery. It moved him to take this step of helping underprivileged children to give them a life of dignity. However, it was not going to be an easy task for him. Being comfortable in asking for funds/ money from people for the cause was a big challenge for him.

He started the organization with six children using

website: <https://www.lotuspetalfoundation.org>



his savings and by taking a personal loan. Soon after, more and more children joined the organisation. *“I realized that the finances that I need to arrange are for these children and not for myself and so I shouldn’t be hesitant. The internalization of this thought was a challenge for me, something I have been able to overcome in the past few years, and made me realize and have a strong belief that no obstacle is bigger than the purpose”*, asserts Kushal.

Aims to have around 2 million children studying in education spaces by 2027

We have the highest young population in the country, which can help us grow and develop as a nation. However, more than 15 Cr. children in the country are out of school, have no means of getting a good education, and will enter the workforce without it. Hence, the chances of them leading a good life are extremely low and at the same time, their contribution to the nation also becomes insignificant than to what it can be.

“My aim is to have around 2 million children studying in our education spaces by 2027”. So far, the organisation has had supporters who have aided this journey. Going forward, Kushal aims to attract more professionals and individuals to spare their time, money, and resources to become a part of the cause, given the challenges that the world is facing are humongous and require collective and

collaborative action.

His good intentions have bagged him many awards too by various eminent personalities and organizations. Kushal has received the Vishwakarma National Skill Excellence Award 2021 (National Silver), presented by Sh. Manohar Lal Ji, Hon’ble Chief Minister of Haryana, for his contribution to Innovative Teaching Pedagogy in Higher Education in Institution/Industry Category. Mahatma Award 2021 under the Social Impact Category for judicious use of resources, expertise, and the impact created through Lotus Petal Foundation. Mahatma Gandhi Award at the NGO Expo in United Nations General Assembly week in New York in 2018. Gurugrammers Achievers Award in the year 2018. He also serves on the Board of Directors of IIM Amritsar.

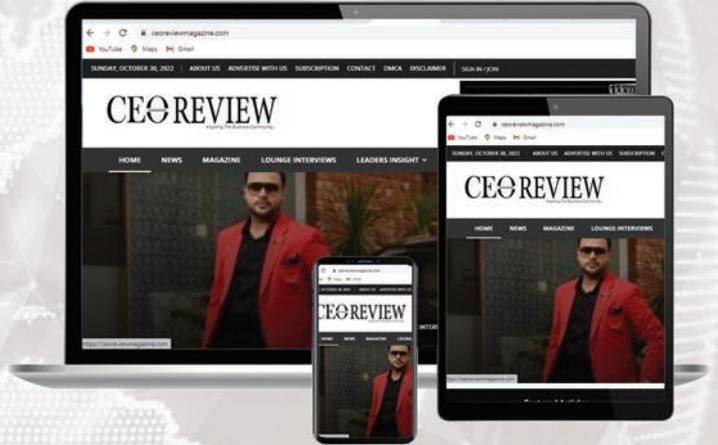
Kushal is a big time bibliophile, and he likes to learn new things, share thoughts and engage in dialogue with people through various platforms like giving TED Talks, leveraging social media and other platforms to engage.

Given the challenges that the world is facing, oftentimes, one underestimates the power of one’s action. The Power of “One” soon becomes the Power of “We”, when an individual takes action, eventually leading to the Power of “US”, which is the catalyst for any change. *“And I realized the “Power of One” through my own journey with Lotus Petal Foundation”*, he concludes.



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USING TECHNOLOGY AND SERVICE CAPABILITIES TO TRANSFORM PROCUREMENT PROCESSES OF ORGANIZATIONS

It all began with providing solution to a particular technical problem faced by her husband and his friends which has now turned into an Organization for Lakshmi Gadiraju – Founder and CTO of EffiGO, a B2B SaaS provider. After providing the solution, Ms. Gadiraju felt so much engrossed that she started looking for opportunities if such solutions could be provided to the market. At that point of time, she was well aware of the situation, wherein there was a paucity of a right leader which ultimately motivated her to pick the responsibility. Lakshmi Gadiraju is a happy-go-lucky and tech enthusiast.

Although entrepreneurship was never in her mind, having grown-up in a business family and then married to a high-octane husband, who only dreams entrepreneurship and helping him solve few obstacles turned her into an entrepreneur by chance. Her most important responsibility as the CTO is to ensure that they are proactive in their approach of developing their technology. Most of her decisions revolve around ensuring that they are constantly developing the solution internally based on their observations as well as the inputs of their clients. Along with this, charting the technology roadmap for further solution development for the next year is her key responsibility.

When Venkata Raju (Founder and CEO of EffiGO) joined her to expand the product offering to compete with global leaders in their solution space, product development was a challenge in view of the limited resources. It was a big decision to put their entire financial resources into the company. *“But I am proud to say that we have been successful in not only competing with the global leaders but also replacing them at large enterprise accounts”*, says Ms. Gadiraju.

Team of veterans with more than 30+ years of experience in procurement and technology

Talking about the work at EffiGO, they use technology and service capabilities to transform procurement processes of organizations while generating more savings, improving resource efficiencies, and enhancing process transparency. Their team has many veterans with more 30+ years of experience in procurement and technology. They try to understand the pain/obstacles of their customers and solve those and build products which can help customers to grow their business. Even with the organization, they listen to the issues faced by the team. Their C-Suite team has always believed in empowering and enabling their team.

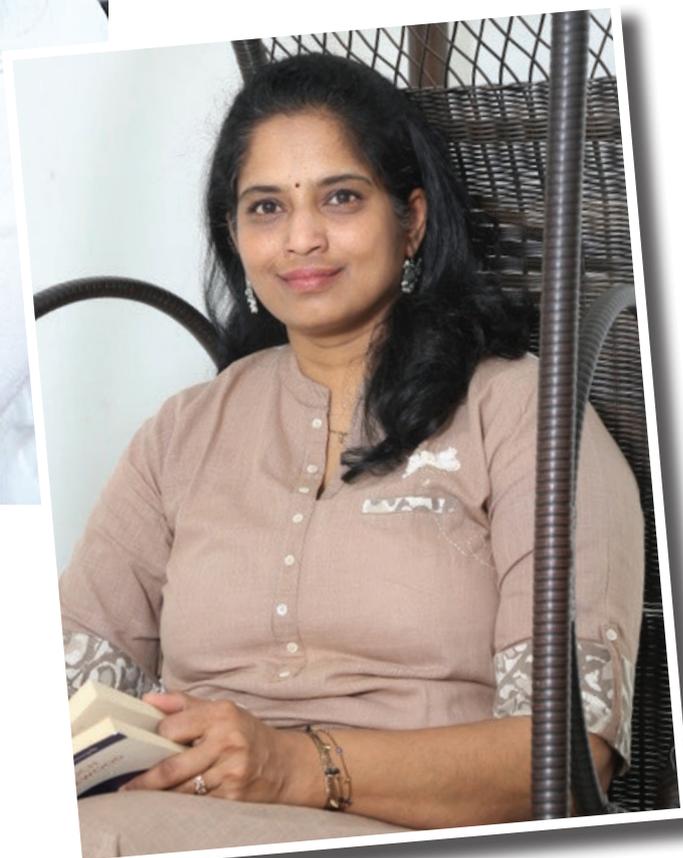
For their entire team, the most important part is their core value. Their core values of Trust and Ethics

Lakshmi Gadiraju
FOUNDER AND CTO | EFFIGO



thenext situation and solving it fully. She goes the extra mile to try and complete the task today itself without pushing it tomorrow. She intends to incorporate AI & ML into her solution in the next few years. *“As we are working with clients across 17 industries, it is my responsibility to ensure that we understand the industry-specific possibilities that AI & ML have and develop and train robust models accordingly”*, she says.

Besides her professional life, she loves to do watercolorpainting in her leisure time. *“Everytime I do a painting it amuses me and gives me more energy”*, she adds. She is very interested in exploring places, people and culture. *“Some of these memories are what I try to put into my paintings”*, she adds further.



are at the core of their functioning. *“We believe that any organisation that partners with us should be proud of being associated as with as much as we are proud of being associated with them”*, asserts Ms. Gadiraju. Hence, they are quite open and upfront in their dealings and believe in developing long term relationships with their client partners. They follow their values in their interactions both internally and with external partners. They believe in open communication and have ensured that any of their team members can reach out to anyone in the top management for conversation to share suggestions, opinions, or just a dialogue.

Deep insight of getting into the root cause

Throughout her entrepreneurial journey, she has developed a deep insight of getting into the root cause of the pain points. She is a firm believer of “devil is in the detail” – trying to go that extra mile to anticipate

Another interest that takes atleast 30 minutes of her time every day is gardening. *“Being able to grow few vegetables and fruits on my terrace garden is therapeutic.”*

Ms. Gadiraju has a piece of advice for budding entrepreneurs. She says, *“If you are able to create a value to your customers don't worry about competition, build strong teams – then it's the great sense of satisfaction you would get for yourself.”*

The Rise of Female Entrepreneurs in Today's Business Landscape



Over the past decade, there has been a significant increase in the number of female entrepreneurs starting their own businesses. This is largely due to several factors including changes in societal attitudes and greater access to education, as well as improved access to funding through crowdfunding platforms and other sources. Despite these advances, however, there is still more work that needs to be done to ensure that women have equal opportunities for success in the business world.

One reason for this growth in female entrepreneurship is the changing attitudes towards women in business. In decades past, it was often assumed that women weren't suited for leadership positions or had limited abilities when it came to running a successful company. But thanks to increased public awareness about gender equality and social media campaigns that highlight female success stories, this perception is changing.

Another factor in the rise of female entrepreneurs is access to education and training opportunities, both formal and informal. Many women are now taking advantage of mentorship programs and educational courses that give them the skills they need to compete effectively in the business world. Additionally, there have been major improvements in access to funding for new businesses through crowdfunding platforms and other resources, which has helped many

women get their ideas off the ground.

Despite all of these advances, however, there is still much work left to be done to ensure gender equality in entrepreneurship. While more women than ever possess the necessary skills and experience to succeed as business leaders, traditional barriers such as sexism, discrimination, and a lack of role models continue to prevent women from reaching their full potential. In order to fully level the playing field, we need to continue working towards eliminating these barriers and creating a supportive environment that encourages female success in business.

Overall, it is clear that there has been a significant rise in female entrepreneurs over the past decade. This trend is partly due to changes in societal attitudes and greater access to education, as well as improved access to funding through crowdfunding platforms and other resources. While there remains much work to be done to ensure gender equality in entrepreneurship, we can take heart in knowing that many women are already achieving great success in this arena.

Given all of the recent advances made by women entrepreneurs, there is no doubt that there is still more work to be done in order to create a supportive environment that encourages their success. One important step that we can take is to continue encouraging and supporting women as they strive towards their goals, whether this means providing



mentorship programs or simply being an advocate for female empowerment. Additionally, it is critical that we do away with gender-based stereotypes and biases that may prevent women from reaching their full potential in the business realm. By working together towards these common goals, we can help ensure greater equality for female entrepreneurs in today's ever-changing landscape.

As you can see, there are many factors contributing to the rise of female entrepreneurship over the past decade, including changes in societal attitudes, access to education and training opportunities, and improved funding. While there is still more work to be done before true gender equality in the business world can be achieved, we can take heart in knowing that many women entrepreneurs have already made significant strides towards success. By supporting and encouraging these women, we can help ensure that they will continue to rise to the top of their field for years to come.

5 Strategies for Navigating Challenges and Achieving Success as a Woman Leader in Business:

1. Be confident in your skills and experience, and don't be afraid to put yourself forward as a leader. Confidence is essential for any successful business leader, regardless of gender. When you believe in your abilities, it becomes easier to overcome challenges and achieve success.
2. Surround yourself with positive people who can provide support and guidance when needed. Having good role models and mentors is especially important

3. Seek out opportunities to network with other business leaders, both male and female. Networking is an effective way to build connections within the business community as well as gain valuable insights into common challenges faced by women entrepreneurs today.
4. Don't be afraid to set high goals for yourself, and don't be discouraged if you face setbacks along the way. Remember that failure is an essential part of success – it is through trying and failing that we ultimately learn what does and doesn't work.
5. Be willing to ask for help or guidance when needed, whether this means reaching out to mentors or simply asking questions of your colleagues and employees. While it can be challenging at times to admit that you need help, doing so will only make you a stronger leader in the long run.

In conclusion, it is clear that female entrepreneurship has been on the rise over the past decade due to a variety of factors including changes in societal attitudes, access to education and training opportunities, and improved funding. While there are still many hurdles for women entrepreneurs to overcome before true gender equality in business is achieved, it is important not to lose sight of the many successes that they have already had. By continuing to support and encourage women in their entrepreneurial endeavors, we can help ensure that they will be a driving force for years to come.

TRANSFORMING DIGITAL LEARNING THE SARMENTUM WAY

In recent times, new-age Indian entrepreneurs have revolutionised the way we carry forward our daily activities. They have especially transformed training sector in the last decade and have opened new avenues in the training and development sector. Today, we are going to talk about two such entrepreneurs who have transformed digital learning. They are none other than the co-founders of Sarmentum – Sharad Saran and Naveen Bhatnagar. If quality deliverables alongwith business consultancy is on your mind, the expertise of Sharad and Naveen will work wonders for you. The modern day Jai-Veeru duo of Sarmentum offers best in class digital learning solutions to their esteemed clients.

Talking about the core expertise of Sarmentum, it lies in developing learning content using Rapid Authoring tools like Articulate Storyline 360, Camtasia, Captivate, etc, and Video-Based Learning programs using Aftereffects, Vyond, etc. This expertise helps them to draw a boundary defining their technical expertise while catering to customer needs in the areas of custom content development, gamification, mobile learning, content modernization, as well as translation implementation services.

When it comes to the development of digital learning content using Rapid Authoring tools, Sharad holds seasoned expertise with 20+ years of experience in nurturing team on various authoring tools. Apart from this, he has hands on experience on different video development tools like After Effects, Vyond, Powtoon etc. Coming to the second aspect – business consultancy -- Naveen has 18+ years of experience as a business consultant. His acumen helps the client in selecting right learning

strategy to suit their business needs. What places them apart from their peers is their core expertise - Rapid Content Authoring. It helps them provide best-in-class solutions making best use of technology experts in Rapid Authoring tools while looking after the business challenges that impact the learning outcome for their clients.

To offer engaging learning solutions for the client, their technology experts work as a virtual team. To meet the client's expectations, they play around with the tool and furnish the best solution possible. They contemplate various possibilities to help the clients not only imparting learning but also how best Sarmentum can help in learning retention. One of the areas which helped in transforming learning is to move from the usual learning nuggets development approach to creating engaging, effective, and crisp learning programs. This approach helps the learner to understand the concept as well as checking the knowledge level while helping learning retention.

Rapid Authoring and Video-based learning

When both the co-founders were brainstorming the idea initially they were clouded with the question how their organization will be different from other eLearning companies. The good part is that they had their answer ready from the first day itself. Core expertise in Rapid Authoring tools and Video-based learning is their USP which strengthens client's faith in them. This ultimately helped them create an organization which is purely customer-centric. In November 2019, they started with one customer and two people. Since then, they have grown to 20+ customers handled by a team of 25 professionals and still going strong.



NAVEEN BHATNAGAR
CO FOUNDERS | SARMENTUM

Before brewing the idea to start Sarmentum, both were professionals with core expertise in their areas. They had no experience in entrepreneurship but had that zeal to respect the entity of the organization they served and wanted to replicate the same in their business venture. They were fortunate enough to get a support system in the form of their family who gave their valuable inputs on how to do things differently. Naveen's training as an entrepreneur started while supporting his better half in her entrepreneur ventures and Sharad's support to her better half in managing her business operations helped him to understand the way business works. And that's how their journey started.

You must have heard a statement "*A smooth sea never makes good sailors*". This statement fits to Sarmentum's experience as a start-up. Not everything was hunky dory. They faced different challenges and the team was able to resolve them basis their risk mitigation processes. They customize their development models basis the type of business, volumes, delivery timelines, etc., and pass on the cost advantage to the customer instead of working on a traditional approach to cost.

Solution Oriented Organization

At Sarmentum, they rely on the philosophy of being a solution-oriented company and this is the major reason why their customers trust them. Their core idea is to work as a team for this common goal while building a brand "Sarmentum". Their whole decision



SHARAD SARAN
CO FOUNDERS | SARMENTUM

making is based on the common goal - "No one is above the Organization". For Sarmentum the title of "Solution Oriented Organization" defines their key habit to achieve client satisfaction. "*We request our customers to share any existing challenges and sail with them to provide best in class solutions and strategies to mitigate any risk involved in reaching the desired goal*", says Naveen.

The solutions they offer are entirely as a third party without any commercials attached, which at times is appreciated by the customer and results in business for the organization. They are working to create an organization with core belief of collaborative growth for everyone who is associated with them.

"We would want to become a diversified conglomerate with different interests in terms of Technology, Real Estate, etc. We are looking forward for our global presence and increase our R&D budget aiming to create a product which eases the day-to-day activity of the users."

Besides his professional life, Sharad being a technology geek is always inclined towards learning new technologies and tools available to make things easier to deal with. His other interest includes travelling, exploring automotive industry and spending quality times with the family. Naveen is an avid reader and books have always been a mentor to him. He is passionate about spending quality time with family, and you see a child in him whenever he is with her daughter.

PROMINENT NAME IN THE AUTOMOBILE INDUSTRY

It is a rare phenomenon when we see a firm single-handedly excelling in more than one domain by offering world class services in Automobiles, Logistics, Infrastructure, Insurance, Finance, Recycling and many more. Today, we are going to talk about one such firm- Kataria Group. It is a tried and tested firm when it comes to providing services pertaining to logistics, insurance, infrastructure, finance and recycling verticals and automobiles. The conceptualization of the group was done in 1956 by Shri Shobhagmal Kataria as a transport company. By 1990s, it had become one of the largest logistic companies in India. When you think of the automobile industry of Gujarat, the brand Kataria resonates first in the mind.

Kataria Group has a prominent name in the automobile industry of Gujarat as Kataria Automobiles is known to be the flagship company of the group and is one of the highest-selling dealership groups of Maruti-Suzuki in India. The group also leads in Porsche Cars, Daimler Commercial Vehicles, TVS Two Wheelers, Honda Two Wheelers, and Ather Electric Two Wheelers. As a result, Kataria group currently serves over a million customers through 6500+ employees and over 125+ touchpoints. Kataria Automobile brand emerged as the most awarded Automobile Dealership Group of Gujarat, taking a place in Asia Book of Records & India Book of Records for doing the highest retail sale of cars ever in the Automobile Industry in a single month.

Kataria Group is currently managed by Rohan Kataria who is handling all responsibilities on his shoulder and taking the group to higher standards. After completing his MBA from Australia, he joined the automobile business at the early age of 22 years. He is the 3rd generation entrepreneur of the family. His father and current Chairman of the group, Shri

Rajendra Kumar Kataria, diversified the group into automobile, insurance, finance and infrastructure sectors with his vision and enterprise and gradually passed on the baton to him. Doing justice to his role, Rohan is leading from the front and due to his efforts Kataria Group has won several awards over the years.

The understanding of cutting-edge aspects helping to lead from the front

Some of the prominent awards are No. 1 in ET Auto Power Dealer 2020, Best Brand Award 2020, Best Employer Award 2020, Highest Sales Performance - Auto Retail - Passenger Vehicles 8th WAF 2020, and ET Auto Power Dealer 2019. It has got the recognition of the most awarded Automobile Dealership Group of Gujarat, having a place in Asia Book of Records & India Book of Records for doing the highest retail sale of cars ever in the Automobile Industry in a single month.

With his knack for having hands-on experience of whatever he takes on, Rohan understood the cutting-edge aspects of all businesses which became the fundamental reasons for rampant yet logical expansion and growth. While he leads from the front, he believes in the delegation. Like any modern CEO, he craves to find solutions to business bottlenecks through technology and automation to bring in efficiency and quality. His business ethics, insight, and always ready-to-help attitude make him a preferred partner. Apart from this, he has mastered the art of managing diversified business at quite a young age.

By means of Rohan's proficiency in managing diversified business, Kataria Group has never faced any major challenges when it comes to chalking out efficient business modules as they are already an established name in automobile dealerships. Rohan learnt a lot from the challenges pertaining to



ROHAN KATARIA
MD | KATARIA GROUP

compliances, retention and digitalization across all verticals. As a matter of fact, this has made him a risk-taker which helps him to invest in the cutting edge technology or human capital.

Ensuring business that is centered on the needs of customers

Behind his success, there is strong support from his devoted wife Mrs. Amita Patni Kataria. She has the dual responsibility of nurturing their two adorable teenage sons while playing a very active role as a customer-focused Director in many businesses. Apart from the hunger for business growth and diversification, they are one of the few globetrotters from the city of Ahmedabad.

Apart from this, Rohan never compromises on

keeping a balance between personal and professional life. He goes by the Mantra *“spend time on yourself, your self-development & grooming, invest in technology, be updated, and be a risk-taker.”* Talking about the success of his business, he attributes it to the empowerment of people and ensuring business that is centered on the needs of its customers. *“I am a firm believer that empowerment of people and customer-centricity are the two proven attributes of the success of any business”*, he concludes.



Accountants & Business Advisors



INTERNATIONAL ACCOUNTING MADE EASY

In recent times, cross-border transactions have become quite easy thanks to the new-age accounting firms that have made international transactions a cakewalk.

Within a few minutes, we can transfer money worth millions from one country to another.

Founded in 2010 by Shabir Djakiodine, Euro Accounting Limited provides an excellent level of service to businesses wishing to invest in the UK or to UK businesses wanting to invest in Francophone countries. In its over decade long service, the company has never compromised with the top-class service since its outset. Shabir is supported by four managers (accounts, tax, payroll and HR, VAT) who are responsible for the delivery of day-to-day services and staff guidance and training. One of them is responsible for managing the firm’s office in Paris. Everyone is bilingual and most speak several languages.

Shabir has a practice in France and the UK but the firm also work with the whole of Europe (Switzerland, Ireland, Spain, Italy, Germany etc) and beyond thanks to their network. They work on company incorporation, domiciliation, accounting, VAT, financial statements, HR, payroll, taxation (including international tax) financial statements, management accounts and consolidation.

Experience of working with major MNCs

Hailing from Madagascar, Shabir grew up in a tight-knit family as a French speaker. After leaving Madagascar, Shabir studied in France and Sweden and worked with Deloitte and several multi-national companies in France, Switzerland, New Zealand and the UK. His professional focus is on businesses interested in cross-border transactions and international operations. He speaks 5 languages and is a humongous globe-trotter which is evident



SHABIR DJAKIODINE
CHARTERED ACCOUNTANT | EURO ACCOUNTING LTD

by his travel to 112 countries. Apart from this, he is also a judge in Mediation and Arbitration in Geneva and Paris with Cimedra, “Court Internationale de Mediation et d’Arbitrage” or “International Court of Mediation and Arbitration”.

The seed to his entrepreneurial journey was sowed when he was a boy. He was interested in business and how people worked with each other and made a living. The international organisations for which he worked later provided excellent technical and business training, but the level of dedicated service delivery was wanting. “This, together with boyhood

entrepreneurial desires for my own business, led me to take the risky step of establishing my own practice without a single initial client as well as needing to support a growing family”, adds Shabir.

Energy, commitment, and sheer determination won client support in this niche and the early start-up concerns soon faded as he became ever more focused on clients’ business concerns rather than his own. Besides Euro Accounting, he handles several other businesses as well. Hard work, enthusiasm, commitment and seeing things through their clients’ perspective have proved the foundation of Euro Accounting’s growing success. This success has helped them win many accolades. They have been finalists for a number of awards in the UK in only 2 years. The company has been a finalist in the following awards:

- Business of the year 2022
- International business of the year 2022
- Leader of the year 2022
- Tax team of the year 2022
- Employer of the year 2022
- Diversity and Inclusion 2022
- Best international organisation for business culture 2022
- Business Culture Team 2022
- Best International organisation for business culture 2021
- Employer of the year 2021

It is extremely rare to have an accountancy firm having so many awards in so little time. Also, Shabir has been listed as a **Business Person of the year 2022** finalist.

Most diverse team

Euro Accounting was also selected to be part of the **Goldman Sachs** 10,000 Small Businesses program, which is a fully-funded program by Goldman Sachs with the collaboration of the University of Oxford Said Business School and that supports the most forward-looking small businesses that seek significant growth.

However, traversing this far was not child’s play. For Shabir, starting Euro Accounting without a single business lead was an enormous challenge, both professionally, to ensure a practice could be developed successfully that provided excellent service, and personally because of the need to support his family.

The recent Covid pandemic was another big challenge. A novel virus and an unprecedented response in businesses being required to close. The whole team’s resilience was called upon and together they rose and exceeded what was required. They now have a closer-knit team than ever, including their staff overseas, and new, more flexible, and effective ways of working.



What makes the company unique is its most unusual team. Presently 21 strong, they speak 13 languages by birth and come from a wide variety of ethnic backgrounds including France, India, Pakistan, Madagascar, Morocco, Yemen, Mauritius, Kenya, Egypt, and the UK. The goal is for them to fulfil their collective ambition in working together to support a growing number of international businesses with complex and interesting demands. This will enable the business to grow and provide scope for career progression for this amazingly diverse group of people.

Working for a noble cause

They aim to use business success and a growing client list to funnel more funds back to Madagascar to support a charity Shabir has established there, Fossa International, which helps to support children, schools, and orphanages.

Besides his professional commitments, Shabir is a fitness freak. He has been doing karate for 25 years. He is a second Dan black belt and still practices on a weekly basis. He also goes to the gym, does biking and skiing. He loves travelling as well.

Shabir advises people to be clear about their vision for the business and values and then communicate them clearly. Set and expect high standards, listen closely and be fair to people. Bear in mind that yours is the example that people will likely follow – so behave courteously.

LAVELLE NETWORKS: DELIVERS THE BEST ENTERPRISE NETWORK EXPERIENCE WITH SCALE, SIMPLICITY, AND SECURITY

Focus on customers, narrow the priorities, and communicate with the team. These points are essential to remember when building companies. - Shyamal Kumar, Founder & CEO

Lavelle Networks, based in Bangalore, Mumbai, and Delhi, is a leader in the networking software market. It offers enterprise network-as-a-service platforms for connecting distributed enterprises to their business applications.

The brain behind the idea, Shyamal Kumar, Founder & CEO, has led several platforms spanning data center, enterprise, and service provider networks. He is passionate about embracing SDN and cloud technologies to bring simplicity and performance to data networks. Apart from him, the leadership team has years of experience in building products.

The co-founders are all technology professionals from software development, quality assurance, product management, and product marketing backgrounds. Karthik Madhava, co-founder & CTO, with experience in network applications, storage, and API-driven infrastructure. Drritiman Bohra, co-founder & COO, has been in data communication leaders like Lucent, Motorola, a Juniper Networks. Randhir Bhattacharjee, Co-founder & Chief Product Architect, is one of the finest software technology experts, with experience in Hughes, Cisco, Juniper, and Microsoft product lines.

The product, ScaleAOn SD-WAN, is the fastest-growing platform for enterprise network-as-a-service requirements. Reliable hardware, amazing software, 24x7 support, and the widest network of ISP partners, have given an unbelievable advantage in the target market. Leadership is key to this success. Most start-ups have good folks but only start-ups destined for greatness – have the deep leadership skills and 360-degree industry experience to chase greatness – Lavelle Networks is destined for the journey of a great company.

In a conversation with The CEO Review Magazine, Shyamal throws light on his journey. He talks at length about his experiences, challenges, industry, goals, and more. Read below the excerpts from the interview with the Founder & CEO to know more about Lavelle Networks.

Have you always been entrepreneurial? What led you to set up your own business?

I have always had the desire to be an entrepreneur, and this is one of the reasons I have worked for 5 start-ups before this. The key reason to start this venture was the deep desire to build world-class technology in enterprise networking, at a time, when everyone needed help building stable, fast, and cost-effective

MORE ABOUT THE FOUNDER & CEO, SHYAMAL KUMAR

Shyamal and his team have brought to market SD-WAN products. The fastest growing SDN upstart in Asia, Lavelle Networks has received rapid market adoption and has built the largest SD-WAN networks in the world from 2017 – 2020. He believes that today's cloud-first, digital-driven – enterprises can take the business anywhere, as long as the network is available. Shyamal is a graduate of BITS, Pilani, and has been in the data networking space for the last two decades. He is also active in entrepreneurship courses and platforms and is a TEDx speaker. He was voted among the "Top 25 Software CEOs in Asia" in 2020.

networks to connect their users to all of their business applications. The market timing and huge inflection point for SD-WAN (software-defined wide area networking), became the biggest driver to start Lavelle Networks.

What are your success habits?

I believe in having priorities and then living by them. Our values (which are based on our faith), our health, family, and work all demand attention, and establishing a discipline of knowing what is your order of priorities, helps create true success. Focusing on a few priorities, and training yourself for deep concentration on the chosen priorities are the first reason you can be successful.

Finding the right balance between work and life is also a trained habit, and teaching yourself the way to compartmentalize between these areas is very critical. Sometimes things are going well in your family, but not in your venture, and at times, things are going well in your venture, but not in your family. Always creating business priorities around customer success, and customer experience ensures that you are spending time on the areas you need to.

What have been some make-or-break moments in your career?

Finding our first five customers was the first make-or-break moment, and as a fast-growing company, it is always about finding the right people at the right time for the key roles. At the initial stage of my career, we had a challenging performance issue with our solution, and it required the combined effort of hardware and software engineering teams, along with our customers to unearth the root cause of the issue, which ultimately required the re-spin of a core hardware chip in our product. This taught me the importance of never



SHYAMAL KUMAR
CEO & CO - FOUNDER
LAVELLE NETWORKS PRIVATE LIMITED

seeking anything but the truth about every problem in your product. Building products is about creating and winning the trust of customers, and therefore, we have to keep at it until every problem has been understood, resolved, and conquered.

What goal do you have and what more can you do in your role to help achieve this?

Our goals are to keep growing 10X every few years and acquire customers at a frenetic pace. We believe that product usage through more and more customers is the best form of business success. As the CEO – it is my key responsibility to continually set the strategic direction for our company, align all our team members to the direction and vision, and prioritize our resources to achieve the results. And all of this requires continued and sustained, clear and transparent communication, throughout the year to our team.

How has the industry changed over the years?

It has become completely software-centric. A decade back there used to be a lot of complexity in the hardware, and long cycles of product development. Today new software can be built in a matter of days and weeks, and common off-the-shelf hardware is prevalent everywhere. The availability of ubiquitous public cloud services empowers younger organizations like ours to create platforms that can be served to the widest possible customer base, without the need to invest in our infrastructure.

When it comes to the organization, what are you most proud of?

We are most proud of our customer-focused culture. All teams, and team members, are indoctrinated in our customer needs, and when it comes to resolving a customer issue, we work like one flat team without hierarchy. I am involved in customer conversations directly, and we don't believe in using a complex escalation matrix. We are here to serve our customers, and we have created a strong culture in the team that believes in such behavior.

What are the most important decisions you make as a leader of your organization?

The most important decisions are also the toughest ones. Picking the right folks for the team, making hard choices every year on the team members who aren't going to make it – these are the decisions that finally make the biggest impact on our business. People are at the core of what we do, and people build companies. So, the decisions we make about our people, inevitably become the most important decisions we make.

Which is most important to your organization—mission, core values, or vision?

Our customers should have the best network experience, no matter where they take their business. We believe in this, and that is why we are so invested in space like SD-WAN. We feel that every enterprise is truly productive only when it has a stable, fast, and cost-effective network since all business operations are now online. This is at the core of our excitement about the vision to continually provide the best network experience. Our values are rooted in serving our customers and treating our people like the assets they truly are. We have 100+ customers and are rapidly working to our stated mission of the next 1000+ customers, which we believe will give us a market leadership position in India and neighboring markets.

How do you or other leaders in your organization communicate the core values?

We communicate them in annual plan kick-off events, in weekly meetings, and in monthly all-hands. We don't worry about how repetitive it is, we constantly remind our team about our core values. The other important thing is to recognize and reward team members who exhibit our core values and are striving to live by these values. The final thing is to demonstrate that you are willing to make the decisions that are right (but not necessarily the comfortable ones in the near term), when you have to pick between right and wrong, your core values should help you decide on what is right.

What has helped you get to where you are?

Relentless focus on our customer challenges, year-round effort in shaping our team for success, and constant communication on our priorities are the key ways we got here. Faster product iteration cycles, where we have not hesitated to take our software to the market as early as possible, so we can get feedback and proof as quickly as we can, is a key element to our success.

ADVICE FOR THE READERS



Treat your entrepreneurial journey as a way to perfect yourselves to reach your potential. Learn as fast as you can and as often as you can. That's the best thing about building a company. You cannot pre-determine your results, or predict the environment or business success. You can determine whether or not you will learn and grow through the experience

Shyamal Kumar

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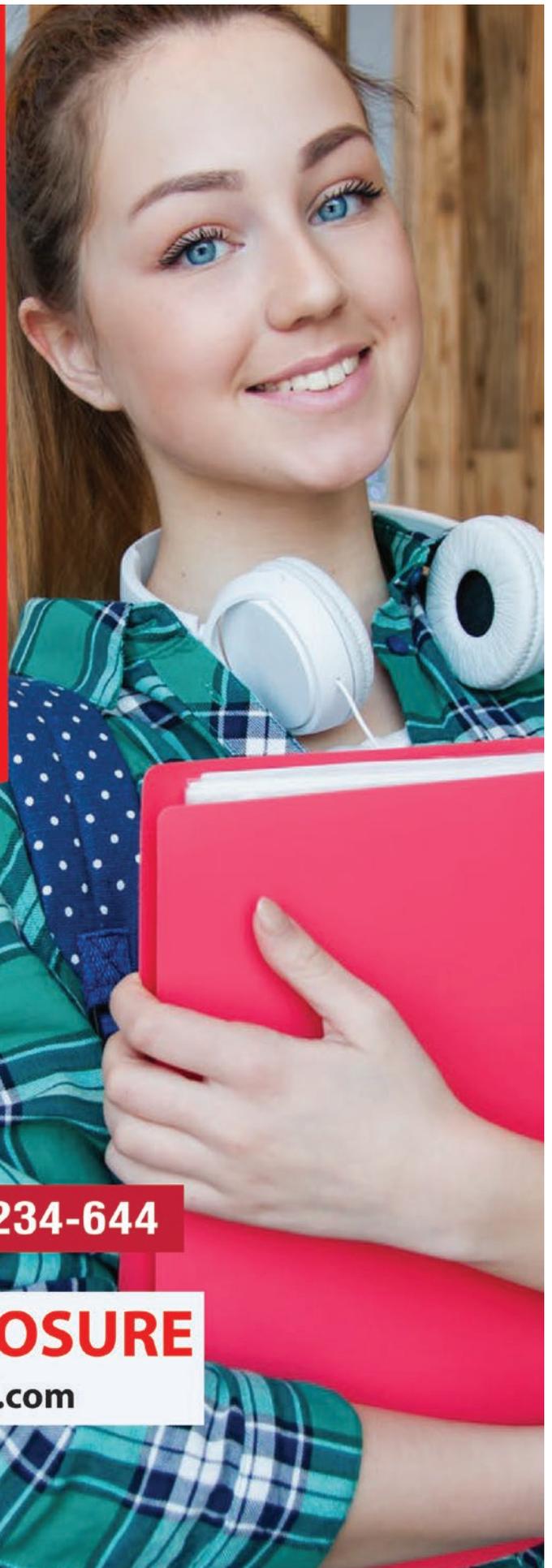
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THE JOURNEY TO BECOMING THE LEADERS IN INDIAN CHEMICALS INDUSTRY

In recent years, the rapid pace at which India has witnessed and undergone urbanization is simply remarkable. Even the remote areas of the country have tasted urbanization leading to new growth avenues and overall GDP growth of the country. One sector that has contributed a lot in this process is Indian Chemical industry. What makes the process even better is the fact that Indian Chemical companies have been focusing on sustainable development. Indian chemical companies are largely investing in innovative solutions to find appropriate answers to challenges related to environment. Chemical industry is also offering new products according to the changing requirements of the market.

Today, we are going to discuss one such company - Jeevan Chemicals - that is today one of the leaders in Specialty Chemicals Industry. The overall journey of Jeevan Chemicals has been challenging yet exciting in all forms. They began their journey with first generation entrepreneurs Mr Sonir Shah (MD of Jeevan Chemicals) and Mrs Ashita Shah with the commitment to drive sustainable development and generate a positive impact with its business. They made a humble beginning with manufacturing of surfactants for Crop Protection formulations. Then they gradually diversified their range of products and now they have strong foothold in Specialty Chemicals market. They are ISO 9001:2015, Halal, Kosher certified & having range of Reach Registered & EPA approved products in the Specialty chemicals landscape.

Owing to their outstanding service over the years, Recently, they have been honored with one of the most coveted FICCI Chemicals and Petrochemicals Awards 2022 for "Excellence in Exports" in Chemicals by FICCI (Federation of Indian Chambers of Commerce and Industry) and Graded as "CRISIL SME 1", the

highest ranking for creditworthiness by CRISIL (Credit Rating Information Service of India Limited) 2022. They have also been conferred with the honor of Export Excellence Award by Pesticides Manufacturers & Formulators Association in 2019 and one of the leading SMEs of India 2021 by Dun & Bradstreet. This has enabled them to enrich their client base and market penetration.

Driving sustainable growth in the chemical industry

As regards geographies, they now have a strong customer base & are exporting their products to Japan, Europe, South Korea, China, Vietnam and North America. Innovation is the key factor that is leading to their phenomenal growth. Be it products, technology, processes or systems, they passionately innovate around all these facets to drive sustainable growth in this industry. *"Innovation is the foundation of our existence and is part and parcel of our business & routine. This habit of ours is the driving force behind our vision and mission. Success is the by-product of this habit of ours"*, asserts Mr Sonir Shah. The passion and drive to independently start a business has always been on the front.

This is only because of people such as Mr Sonir Shah and Mrs Ashita Shah that the chemical sector has witnessed substantial growth in the last 5 years. The major growth drivers behind India's chemical industry being Structural advantage, growing disposable incomes, increasing urbanization, High domestic consumption, Diversified industry with substantial presence of downstream industries in all segments and Promising export potential. India already has a strong presence in the export market in the sub-segments of Agro-chemicals, pharmaceuticals and cosmetics. India's chemical story is one of outperformance and

promise. However, it was not a cakewalk; pandemic has been a major hurdle in the last couple of years. It was challenging to stay indoors and keep the factory operations up & running.

Despite all odds and tough situations, Jeevan Chemicals delivered consistently and outperformed their targets. *“Further, our adaptability and flexibility to evolve has enabled to stay steadfast and cater to our clients’ ever-increasing and ever-changing expectations or demands. Our approach is a blend of being contemporary and futuristic”*, adds Mr Shah.

Firm belief in “Walk the talk”

When it comes to the goal of the company, it aims to be the leader in targeted niche sectors in the Chemical industry and become a 250 Cr company by 2025. They have already started manufacturing agrochemical formulations and have obtained necessary regulatory permissions from the government to manufacture agrochemicals active ingredients. This year, they plan to introduce a wide range of Specialty aldehydes & ketones in the flavor & fragrance industry. They also have plans to launch Pharmaceutical intermediaries based on specialty ketones. Their long-term goal is to be a listed Company.

To fulfill these goals, they have designed vision and mission cards which encompasses core values and all the team members wear them close to their hearts at all times as it is a part of their attire boldly embedded on their Identity cards. Besides, it also reflects in their actions and words that they communicate not just with internal customers but also their external customers. They believe in “walk the talk”. To make things happen, they don’t shy away from taking ideas that emanate from the experience of their clients. They have a practice of obtaining client feedback which they follow diligently, which has helped them in arriving some of the very great ideas.

Another rich source is their own team which is not just their R&D team but even others who can think creatively. To reiterate, they have an inclusive team culture which enables others to submit their ideas any time and every time. Also, their relentless commitment towards product innovation for clients and client-servicing has enabled them to reach where they are today. Their drive and passion for sustainable growth with clear customer focus has made it possible. Their approach is a blend of being contemporary yet futuristic. This has paved the way for progression in all forms and areas. *“For others who wish to set off in a similar direction, one advice would be*

to stay focused & never give up”, he advises.

A consistent value creator, the Indian chemical industry remains an attractive hub of opportunities and it even remained so in an environment of global uncertainty like pandemic. Worldwide trends affecting the global chemical industry could lead to near-term opportunities for chemical companies in India. “In short, opportunities and potential are huge and we are fully poised to capitalize on all sorts of opportunities”, he concludes.



MR SONIR SHAH
MANAGING DIRECTOR
JEEVAN CHEMICALS PVT LTD

The Importance of Maintaining

Healthy Habits for Entrepreneurs



While being an entrepreneur can have its advantages, there are certain disadvantages as well. One of these is that you might not be sure how to maintain a healthy lifestyle and work at the same time. In order to succeed as an entrepreneur, it's important to take care of your health and keep up with good habits. This article will discuss some tips for maintaining healthy habits and staying on top of things in your busy schedule!

One of the biggest challenges facing entrepreneurs today is finding ways to maintain their health despite the many demands of running their business. Whether you are working long hours or traveling frequently, finding time for exercise and good nutrition can seem impossible – but it's not impossible! By taking steps to establish healthy habits, you can stay in great shape and continue to be successful in your career.

Here are some tips for maintaining healthy habits as an entrepreneur:

- 1. Schedule regular exercise times into your day** – Whether it's going to the gym, taking a yoga class, or doing a workout at home, it's important to find time for regular exercise if you want to maintain good health. Even just 20-30 minutes of activity several times per week can go a long way toward keeping you energized and feeling good!
- 2. Eat a balanced diet** – Another key way to stay healthy is by eating a balanced diet that includes all of the essential nutrients that your body needs. This means plenty of fruits, vegetables, lean protein, and complex carbs like whole grains. Avoid processed foods whenever possible, and make sure that you are getting the right amount of vitamins and minerals in your diet.
- 3. Find a healthy outlet for stress** – Stress is inevitable when you're running a business, but it's important to find ways to manage your stress so that it doesn't negatively impact your health. Whether it's taking regular breaks during



the day, going for walks outside, or meditating regularly, finding a way to decompress can help you stay balanced and energized throughout the busy workweek!

As an entrepreneur, staying healthy isn't always easy – but by following these tips, you can maintain good habits and continue to be successful.

How to Prioritize Your Health as an Entrepreneur and Stay Productive and Energetic?

As an entrepreneur, it can be challenging to find the time to prioritize your health and take care of yourself effectively. Whether you're working long hours or traveling frequently, making sure that you are getting enough exercise and nutrition can seem like a challenge – but it is possible! By establishing good habits and staying focused on your health goals, you can stay productive and energetic while running your business.

As an entrepreneur, it's easy to get caught up in the hustle and bustle of growing your business. However, it's important to remember that your health should be a top priority. After all, you can't be an effective entrepreneur if you're not feeling your best. Luckily, there are a few simple steps you can take to prioritize your health and stay productive and energetic.

First, make sure to get enough sleep. entrepreneurs are often notorious for burning the midnight oil, but skimping on sleep can lead to a host of health problems. If you want to be at the top of your game, aim for seven to eight hours of shut-eye each night.

Second, eat healthy foods that will give you sustained



energy throughout the day. This means loading up on fruits, vegetables, lean protein, and whole grains. And don't forget to stay hydrated by drinking plenty of water.

Finally, make time for exercise. It may seem like there's no time for a workout when you're running a business, but exercise is crucial for good health. A quick walk around the block or a 30-minute workout session can do wonders for your energy levels and productivity.

By following these simple tips, you can easily prioritize your health as an entrepreneur and stay productive and energetic.

Essential Strategies for Optimizing Your Diet, Exercise, and Mental Wellness as an Entrepreneur:

As an entrepreneur, it's important to optimize your diet, exercise, and mental wellness in order to be successful. A healthy lifestyle will help you maintain the energy and focus you need to run your business effectively. Here are some essential strategies for optimizing your diet, exercise, and mental wellness:

- ❖ First, make sure you're eating a balanced diet that includes plenty of fruits, vegetables, and whole grains. This will give you the nutrients you need to stay energized and focused.
- ❖ Second, get regular exercise. Exercise releases endorphins that have mood-boosting effects, and it also helps to reduce stress levels.
- ❖ Third, make sure you're taking care of your mental health. This means getting enough sleep, maintaining positive thinking patterns, and practicing relaxation techniques like meditation or deep breathing exercises.

By following these essential strategies, you can optimize your diet, exercise, and mental wellness as an entrepreneur and set yourself up for success.

BD SOFTWARE, AN EMINENT DISTRIBUTOR OF THE BEST IT SECURITY SOLUTIONS IN INDIA

BD Software has etched its name as an eminent distributor of IT security solutions in India. The company takes pride in being the Country Partner for Bitdefender solutions. The company commenced in 2016 under the able leadership of Zakir Hussain Rangwala, the CEO.

This solution distributed by BD software is the best guarding solution for Government, large corporate houses, small and medium business enterprises, Educational Institutions, and retail consumers alike. Distributing software to nullify a possible cyber-attack and safeguard confidential information in the cyber world is tough. But with an innovative and experienced team leading as an emerging 'Solution Provider' in the Indian Cyber Security segment it is possible.

THE BACKGROUND AND FOCUS OF THE COMPANY

BD Software Distribution Pvt. Ltd. (BD Soft) is the country partner in India for Bitdefender solutions. Bd Soft is a value-added IT software security distributor offering industry-leading consumer and enterprise-level solutions in the Indian market. Together with the channel partners, the company focuses on bridging the most comprehensive protection from malware and cyber threats to government and educational organizations, businesses, and consumers. The background, technical strength, and partner network across the country enable the team to lead some of the best practices in challenging and complex IT security environments.



Our security products portfolio encapsulates threat intelligence for people, homes, businesses, and their devices, networks, and cloud services. The detection capabilities enable quick visibility into vulnerable systems on-premises or in cloud environments and offer one-click actions to mitigate risks including quarantining files, blocking IP addresses, and killing processes. Our security range of products is designed to increase resilience against cyberattacks by making detection more accurate with increased visibility into what's happening at the endpoint

shares the CEO.

BABY STEPS TOWARDS BEING IN THE BIG FISH LEAGUE - ENTREPRENEURSHIP

Zakir started working in 1989 for some pocket money by selling electronic typewriters and desktop PC. His first full job started in 1992 while orchestrating channel business across India for antivirus software. He further added, "The distribution business caught my interest and I enjoyed travel and meeting partners. In 1996 I decided to start my entrepreneurial journey. I took a

MORE ABOUT THE CEO

Zakir is an exceptional leader behind the holistic growth of the company. Under the guidance of Mr. Zakir, BD Software is flying to its infinite heights. Having experience of around three decades in security solutions business expertise, he brings valuable insights to each department in the company. He has been in the channel and distribution business since 1993 and holds strong expertise and networks with distributors and partners. Zakir has been leading BD Software with his passion for innovation, which has empowered the organization to emerge as a notable player in the cybersecurity realm.

ZAKIR HUSSAIN RANGWALA
CEO | BD SOFTWARE DISTRIBUTION PVT. LTD.

break from 2010 – 2015, did assignments, and restarted my journey in 2016. I believe one should have multiple plans, if one fails another will work. Focus on what you want and don't change yourself. Listen to everyone but do what you feel is the best. Once you do it never regret the decision. Be transparent in your dealings. Be fearless and aggressive. Be self-motivated."

Being an entrepreneur in India is a goal of many. Zakir has had the privilege to lead a motivated team towards the intended goal. Additionally, the support from his customers and partners has been immense. There have been numerous challenges that he and his team have faced during the last six years of business. All of them, however, have eventually served as a stepping stone to success. With regards to the "sleepless nights", Zakir says that he too has had his fair share of them, like any other entrepreneur.

CHANGES IN THE INDUSTRY & GOALS

India is a growing country. It is evolving and changing continuously. To compete, and grow you need to change and adjust to the twists and turns. When Zakir started selling antivirus in 1992, that was the only security tool required. He emphasizes further, *"I recollect many companies not allowing shoes where there were computers in usage. In 2022, we have tools at every step of digitization. The antivirus is just the entry-level protection now. There are books with more than 300+ pages explaining Cyber Security and the solutions, to the threats. So yes, threats have evolved and so are the solutions and the market."*

The goal is to spread across the country and cover every Tier 1 to Tier 4 city and town. The solutions distributed by BD Software Distribution are the best in the business and are required by every computer user. For this, they have built a team across India and that is what they plan on doing only, at the moment. They are working towards strengthening the support team to continue providing excellent support as they expand their footprints. They are looking for quality cyber security solutions to distribute along with the current portfolio of products. The plan is to expand to other countries with the solutions they distribute.

THE PRIDE OF THE ORGANIZATION



There have been many memorable moments in personal and professional life. Each moment is a treasure. What started as one of the most challenging years both personally and professionally, has ended in one of the most successful

periods in our company's history. A remarkable moment is when I bought my first office space for BD Soft. It was a long-cherished dream to have my office and it got fulfilled

asserts Zakir.

The company keeps organizing annual trips where all the BD software employees get together for a break. These trips have been extremely enjoyable and have helped break the ice. Most of the teammates have been with the company for a long time and seeing them grow professionally and take responsibility are moments of pride for the management.

ROLE AND RESPONSIBILITY AS A LEADER

Zakir thinks when to say 'NO' is still the most important decision for any leader of the organization. As a leader one has to have the comfort to make decisions but no time to regret the decisions once made. He feels selecting the right solutions to market, selecting the right team members, and price approvals are a few of the important decisions as a leader he makes. However, the most important decision is the GOAL we set for the year, month, and day.

For the people walking in the same direction of leadership as he did, he advises, "it is essential to keep focus and keep chugging. Don't stop in between. An entrepreneur should love to enjoy the roller coaster ride. Celebrate every small win. Treasure it. Don't ever regret your decisions. Listen to all but do what you feel is right without any regret."

MISSION, CORE VALUES, OR VISION

For Zakir, all three are connected. You cannot have a vision without a mission, and you cannot reach your vision if there are no core values. We have a vision and with our values, we are on a mission.

To communicate these values, he has turned them into the policies of the organization. Nothing is above customer satisfaction agreed upon. The company is very clear on its values due to which they have made a name in the industry. Each employee is disciplined to follow the values. Team changes, members change but the core values remain the same, and everyone who comes in follows it.

ADVICE TO THE READERS

Be safe in the digital world. Just don't press the OK or yes button without reading the information. Don't download free stuff. Don't give OTP on phones to strangers. You will be looted if you allow them to loot you. So, stay safe, stay alert. There is nothing to fear when you stay alert.

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