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# Forbes

## ICONIC VIBRANT LEADERS



Dr. Namita Jain



Mrityunjay Shahi



Sameer Merchant



Dr. Gultan S. Shaikh



D. Veerendra Heggade



Paresh Mehta



Saurabh Singh



Dr. Nirmala J. Shetty



Dr. Nikhil Tari



FORBES INDIA

MARQUEE

A Special Marketing Presentation Digital Magazine

Network 18



# MARINE COLLAGEN

## PROTEIN POWER



After consulting with doctor recommended to pregnant women & children

*fssai*  
FSSAI Lic. No :10014021001051  
Batch No:  
Mfg Date:  
MRP Rs:  
Inclusive of all taxes  
BEST BEFORE 24 MONTHS FROM MANUFACTURE.  
Manufactured in India by :  
**Amar Aquatic**  
(A Unit of Amar Polyfils Pvt. Ltd.)  
Survey No. 81/1, Paiki, Village Vanana  
Porbandar, Gujarat 360550  
Email: amaraquaticchemicals@gmail.com  
Web: www.amaraquaticchemicals.in  
Customer care no.: +91 2801 290 155

Direction for use.  
1. Take one spoon full from container to glass.  
2. Add 100 ml Milk/Water/Fruit juice/Tea/Coffee  
3. Stir well till powder is evenly dissolved & drink immediately.

**\* Nutritional information per serving (Approx value ):**

Energy	36.00 cal
Protein	9.00 g
Carbohydrates	0.00 g
Sugar	0.00 g
Fat	0.00 g

**\* Figures based on calculated values.**

Ingredients:- Bioactive Marine Collagen Peptide,

Storage : Store in a cool & dry place.

Food for special dietary use. Proprietary food.

**500 gm**



## OVERVIEW

### Spearheading the resurgence

The stronger the crisis that arises, our response has to be even stronger in comparison. The ongoing pandemic has clearly demarcated people into two categories; those who bowed down to the overwhelming force and the select few who did not get overawed by what happened. It is these brave hearts, who have identified opportunity in adversity and made the rare accomplishment possible that we all wish to emulate.

Every business or industry segment is on a quest to highlight the achievements of its iconic vibrant leaders who will not just be making a substantial impact by themselves but also inspiring countless others with their deeds. This issue is our endeavour to showcase some such personalities as well as the implications that the success of their ventures have for the overall economy of the nation. Within these pages you will find inspirational messages and memorable tales of triumph. Read on and get motivated!

*VRPandya*

# CONTENT



**06**  
**Dr. Namita Jain:**  
Multiple hats, manifold achievements



**08**  
**Mrityunjay Shahi:**  
Redefining the definition of short term loans



**10**  
**Rajesh Khakhar and Sameer Merchant:**  
This uncle nephew team is leading the Digital Dentistry wave across India



**12**  
**Dr. Gultan S. Shaikh:**  
The holistic healer



**14**  
**D. Veerendra Heggade:**  
A visionary leader



**16**  
**Paresh Mehta:**  
Pioneering innovations



**18**  
**Saurabh Singh:**  
An entrepreneurial adventurer, dynamic investor and Political strategist transforming the digital Landscape of India



**20**  
**Dr. Nirmala J. Shetty**  
Redefining the concept of cosmetics



**22**  
**Dr. Nikhil Tari:**  
Creating a fit and healthy India



**23**  
**Aarti Notiyal:**  
Celebration is the New Marketing Trend

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# Standing Tall

## Impactful accomplishments and inspiring achievers

Iconic vibrant leaders are the universally acclaimed game changers who emerge triumphant against all odds, says **Ami Pandya**

At every stage of life, we feel the need for someone who has accomplished something important, a person whom we would be proud looking up to, a point of reference that would set our benchmarks and be a positive influence all through our lives. The selection parameters vary depending upon the preferences or focus areas of each individual.

Some identify their role models in the field of sports, others are wowed by Bollywood celebrities. However, if you look really closely, there is a segment that impresses across the board - entrepreneurs. Starting from scratch, often with nothing to fall back upon, they are admired and respected for their accomplishments.

So what are the aspects that set such entrepreneurs apart? Why does the world applaud iconic vibrant leaders? What is the USP or elusive quality that defines them and also shapes their attitude towards life?

Well, the simplest way to explain this is that iconic vibrant leaders don't just do different things, they do things differently. There is a certain elan with which they conduct their business activities that makes them motivational case studies in their own right.

So is that all it takes? Not really, just style with no substance isn't going to take anyone too far. It is the combination that clicks. Doing substantially significant work with a much-needed dash of panache can work wonders. So it is not just the how but also the what that matters.

Timing is another important component of the process. When you chose to do something can sometimes be just as much of a factor in scripting the success story. Doing too much too soon or too little too late are both avoidable options.

### AN OPEN BOOK

If you thought that secrecy is the preferred route to succeed adopted by iconic vibrant leaders, think again. You will find many of them addressing interactive forums, sharing insights into their journey and even mentoring aspirants. They have complete faith in themselves and rarely if ever feel insecure about new entrants or established veterans stealing the show.

There are many instances where today's iconic vibrant leaders had started out their careers with established firms, developing their capabilities and realising that they are meant for bigger things. After gaining the requisite experience and expertise, they decided it was time to step out of their comfort zone and took the plunge as entrepreneurs.

Sometimes the entrepreneurship experience gets addictive and we get to witness situations where some of the iconic vibrant leaders have moved on from ventures after making them successful only for the thrill of starting something new.

Many have reinvented themselves along the way, opting for seemingly divergent paths, which eventually lead them to the destination they were probably destined to reach.

Vibrancy is a quality that again sets such people apart. They not only make constant efforts to move forward as business heads but also effectively take along the specific industry segment and its key players for a roller coaster ride that enthralls as much as it encourages.

The willingness to invest in the future is another hallmark of the iconic vibrant leaders who are revered as pathbreaking pioneers. Acknowledging the importance of staying updated and ahead of the prevailing market trends, they rely upon research and development to give their ventures an edge or the unexpected ace up their sleeves, which ensures victory over the competition at all times.

So the bottom line is that iconic vibrant leaders are more than just inspiring achievers. They bring a fusion of abilities and elements to their ventures that blend together for a distinctive end result. Be it their products or strategies, manpower management or brand promotion, everything has a unique spin to it that simply cannot be copied by even the most vigilant rival. Their mantra for success is password protected so to speak and only they know the 'open sesame' that will make it work.

### TAKING THE TEAM FORWARD

Another characteristic of iconic vibrant leaders is that their ventures are strengthened by the presence of a strong and dedicated team that makes the different departments run smoothly and that too with a very high degree of efficiency. The reason why these teams are able to combine forces and score highly on all parameters is that they are led by an iconic vibrant leader. That makes all the difference!

## KEY TAKEAWAYS

- If you look really closely, there is a segment that impresses across the board - entrepreneurs. Starting from scratch, often with nothing to fall back upon, they are admired and respected for their accomplishments.
- There is a certain elan with which they conduct their business activities that makes them motivational case studies in their own right.
- There are many instances where today's iconic vibrant leaders had started out their careers with established firms, developing their capabilities and realising that they are meant for bigger things. Many have reinvented themselves, opting for seemingly divergent paths, which eventually lead them to the destination they were probably destined to reach.
- The willingness to invest in the future is another hallmark of the iconic vibrant leaders who are revered as pathbreaking pioneers. They rely upon research and development to give their ventures an edge or the unexpected ace up their sleeves.
- Iconic vibrant leaders are more than just inspiring achievers. They bring a fusion of abilities and elements to their ventures that blend together for a distinctive end result.



## Multiple hats, manifold achievements

As a renowned Wellness Guru and MD of Kishco Ltd., this visionary leader has made a lasting impression across the globe, extending the Heritage brand's reach and consistently raising benchmarks

The 'Make in India' campaign has several inspirational role models worth emulating and topping the list is Kishco Ltd., the leading maker of flatware, tableware, cookware, and hotel ware and gift items. A household name in India, the Heritage brand has made its mark on the international stage, spearheading the way for others to follow. The credit for this largely goes to Dr. Namita Jain, celebrity Wellness Guru and MD, Kishco Ltd, who has successfully extended the Kishco brand reach and made it a name to reckon with worldwide.

Established in 1950, Kishco has built upon a strong legacy and gone from strength to strength. A pioneer in the homeware segment, known for its quality and fine craftsmanship, its current position as a

leading international player in the segment reflects Dr. Jain's global vision for the brand. Under her aegis, the brand has elevated its standards even higher in the new millennium and taken giant strides forward.

Dr. Jain's brand-building endeavours are also visible in the restructured Kishco store, which is a landmark at Marine Drive, Mumbai and the swanky new Kishco store conceptualised by her at Kandivali West, Mumbai. Under her astute leadership, the brand has expanded its operations and recently made an extremely significant impact with Kishco Spaces. The focus here is on monetising space belonging to the brand, renting it out for film shooting and warehousing.

So what are the aspects ensured by Dr Jain, which make the brand and its products preferred the world over? For starters, every Kishco product goes through over 15 rigorous quality checks and the products are made from the finest grade of food-grade metal. Dr. Jain emphasises, "We use stringent quality control measures, and ensure high standards are maintained to produce 'Made in India' products."

The brand's premium cutlery and tableware range are available in a variety of metals such as stainless steel, copper, Kansa (bronze), silver-plated and gold-plated ranges. The state-of-the-art Kishco factory has the finest machines and uses the latest technology to ensure all products are of premium quality.

The company's research and development and design teams work in tandem to constantly innovate and launch products that are trendy and yet timeless. Kishco has evolved and emerged as a cutting edge and modern and yet reliable and durable brand name in the household segment.

The Kishco product line includes an array of options.



● Dr. Namita Jain

### A GLOBAL BRAND

Kishco is now also a leading brand name for prestigious national and international organisations and it is the first choice among leading hotels and corporate giants. The company caters to the requirements of Indian embassies worldwide and some of the most illustrious figures in public life have dined with the Kishco brand. This impressive list includes:

- Indian Embassies, Consulate Generals and High Commissions, worldwide
- Taj Group of Hotels
- ITC Group of Hotels
- The Indian Army
- P D Hinduja Hospital
- NTPC Group
- Oberoi Group of Hotels
- The Leela Group of Hotels
- Holiday Inn Resorts, Goa
- Jai Mahal Palace, Jaipur
- Intercontinental, Marine Drive, Mumbai



**Cutlery:** Kishco uses stringent hygiene and quality processes, ensuring the metal is safe for babies and adults. Kishco cutlery is made from high-quality stainless steel which is rust-free. An ideal combination of nickel and chromium is used to ensure that the cutlery and flatware are made of food-grade stainless steel. The silver-plated range is available in both matte and glossy finish and uses 99.9% pure silver which is up to 16 microns thick plating.

**Stainless Steel Tableware:** Kishco Stainless Steel tableware is durable and easy to maintain making it ideal for daily usage. It is made of premium, quality food grade stainless steel.

**Copper-Covered Tableware:** Kishco offers a range of impeccable copper-covered tableware in an array of styles to give



consumers a superior dining experience. Premium quality food grade stainless steel is covered or clad with a layer of copper to add a distinct character and mood to your dining experience.

**Kansa Tableware:** Kishco Pure Kansa (Bronze or Bell Metal) comprises 78% copper and 28% tin. This is the ideal ratio for the alloy Kansa to be called 'pure'. Ayurveda recommends the usage of pure Kansa for its boundless health benefits as it is known for its holistic healing, stress-relieving and purifying properties. Moreover, the food served in it too remains fresh and hygienic. It also alkalises and purifies the food and promotes digestive health.

**Copper Bottles:** Copper is a mineral that has vital health and healing properties. Ayurveda recommends storing water for 6 to 8 hours in copper bottles to derive maximum health benefits. Drinking water from copper bottles boosts immunity and promotes digestive health.

**Cookware:** Kishco Innochef Cookware is suitable for induction, stovetop and oven. It is made up of the highest quality food grade 304 stainless steel. The handles are heatproof and the cookware is durable and rust-free with 2.5 mm thickness. This range is made with innovative technology for healthy cooking.

**Hotelware:** The wide range of Kishco hotelware is easy to maintain and are made with toughened metal to ensure durability.

**Gifting:** Kishco has always been the first



choice for those who value premium quality and the discerning have a fondness for the brand, which offers a wide range of gifts that suits every budget and requirement.

Today, Kishco has a nationwide presence through its various dealership tie-ups all over India. Additionally, Dr. Jain has also conceptualised and created a fun, animated film on dining etiquette for the Kishco brand. The dining etiquette film has been taken across to schools and educational institutes pan India and received a tremendous response. This social initiative aims to impart fundamental knowledge on table manners and etiquette to kids and adults of all ages.

## ACHIEVEMENTS AND ACCOLADES

With an illustrious career spanning over 30 years in the wellness space, Dr. Namita Jain stands apart with her unmatched list of qualifications, and prestigious international certifications in numerous health-related disciplines. She has been a columnist for leading newspapers and magazines such as Elle, GQ, The Hindu, Mumbai Mirror, and Economic Times. She has authored 12 books on health and fitness, which encompass complete well-being for adults, children, teenagers, pregnant, post-partum moms and senior citizens. Celebrities like Deepika Padukone, Hema Malini, Sunil Shetty, Saina Nehwal, Vijay Amritraj, Parizaad Zorabian and Raageshwari Loomba have endorsed her books.

In the field of rehabilitation, she offers consultations at Bombay Hospital. She has been chosen as the lead expert for FSSAI (Food Safety and Standards Authority of India). Dr. Jain was also the nutrition partner for Femina Miss India 2012. She has featured as a nutritionist on the TV channel Food in the health cookery programme 'Health Maange More.' She has even been the recipient of the 'Savvy Honours Woman's Excellence' Award and 'Department of International Excellence' Award.

# Mrityunjay Shahi

## Redefining the definition of short term loans



Led by his simple yet strong vision, the organisation provides Indians an inclusive platform to access easy loans in an effective manner

For most people, securing loans and financial decisions can be difficult. The reason being that some either don't have enough understanding, or lack proper guidance, while others simply do not have the credentials to borrow. Thus, in the current economic scenario triggered by the COVID 19 pandemic, an emergency credit line becomes indispensable here to ensure smooth running of your home and offer you not only financial but mental stability as well. So coming to the aid of those having such problems is the Mumbai-based financial solutions provider Salary Dost.

Founded by Mrityunjay Shahi in 2018, Salary Dost is a customer-focussed financial service provider based out of Thane, Mumbai. Salary Dost ensures that consumers have that 'little extra' to tide them over short term financial problems. It provides the customers lesser value personal loans to deal with mid-month or



● Mrityunjay Shahi

month-end financial crunches. Working in line with the vision of a 'Digital India' and a 'Cashless India', the company is revolutionising spending by ensuring easy access to loans, including those who don't qualify for loans under the standard cookie cutter commercial loan offerings.

But Shahi also faced numerous initial challenges in his journey including adapting to the ecosystem, understanding the regulations of the Fintech sector, and marketing the brand in front of right customers. His strong belief in his idea ensured that he was able to effectively map out solutions. With a vision to help salaried professionals comfortably avail financial support and transform the lending sector in India with a click, he got together with Manish Shukla and Ashok Choudhary to launch Salary Dost. Their tremendous analytics and technological acumen ensured that the lending platform was robust and consumer friendly.

The organisation aims to help people secure financial loans in a simple, seamless, and

convenient manner. And the services are extremely credible, being compliant under regulatory norms. Salary Dost charges minimal interest from its customers and has created its own mark in the Indian Fintech lending space and witnessed considerable growth in a short span of time.

Securing a loan with Salary Dost app is also easy. Customers can simply download the app from Google Play Store, upload the KYC documents, apply for a short-term loan and get an approval and the loan amount disbursed within 30 minutes. The services are currently being offered in 5000+ Indian cities. Further, to ensure that all the customers' information is secured and the entire process is honest, Salary Dost uses proprietary algorithms and the latest Artificial Intelligence technologies that are best in the industry. The company has also partnered with certain key players in this domain that are equipped to oversee certain parameters to confirm the loan application such as verifying bank statements, KYC details and other information provided by the customer.

As per a recent report, digital lending in India can grow up to Rs. 6-7 trillion (USD 80-100 billion) by 2023, amounting to a 10x to 15x increase in annual disbursements. The future for the digital lending space is bright, and there is a room for a lot of innovation. The future for Salary Dost too looks bright with a lot of new offerings under works for a wider segment of consumer loan needs. Currently Salary Dost is a bootstrapped company focused on the emerging market which is payday loans segment. The organisation plans to diversify into other developed and competitive markets like SME loans, Health Insurance to name a few. The company plans to introduce a Credit Card like card where customer can use it on buy-now-pay-later basis and have the

### AN INCLUSIVE PLATFORM

Salary Dost's initiation began with Mrityunjay Shahi's vision, who came to Mumbai from Gorakhpur to pursue higher studies. It was during this time that he understood the importance of having a helping hand. And so despite various linguistic barriers, he worked hard to amass valuable industry knowledge by working with some of the best in the field. Today, he has a vast and rich experience in the personal financial advisory and digital lending space. He shares, "I wanted to eliminate the complications with Salary Dost which I identified while working in different finance sectors. Hence, we started the company with a vision to serve the customers from all backgrounds."



EMI options to re-pay. The firm also plans to penetrate into other loan segments like, shopping loan, travel loan, education loan, two-wheeler loan, consumer durable loans etc. and have corporate tie-ups to ensure that their employees have easy access to the credit at all times. With almost 70% of the Indian population living in rural and semi-urban areas, the company plans to reach Tier II and III cities with application features that will assist the users in their regional language and drive more acceptances.

In a traditional setup, loan sanctions can take months, thereby defeating the whole purpose of prompt financial requirement. However, with its fast and reliable short term financial services, Salary Dost is offering unmatched benefits to customers across the country. Through its simple yet effective financial service, the organisation is helping thousands of people in India, many of whom are truly in need of short term loans. And as the Founder, Shahi is enthusiastic and encouraged by the company's success and has a vision to establish Salary Dost as the number one short term loan provider of India in the coming few years.

## STRENGTH IN NUMBERS

Salary Dost's leaders strongly believe that team is the biggest strength and biggest asset of any organisation. A great team with the right motivation is sure to achieve great heights which is not possible to be accomplished alone. And the firm has turned profitable in a year and that too during an economic crisis. The organisation has already disbursed loans over Rs. 10 crore since inception and performed exceptionally well during the pandemic. Just like a true friend, the firm has disbursed large numbers of loans to people who faced salary cuts and job losses during these difficult times.

# Rajesh Khakhar and Sameer Merchant

## This uncle nephew team is leading the Digital Dentistry wave across India



They say a smile is a curved line that sets everything straight. However not many realise that there is a great deal of expertise and effort that goes into ensuring that smile

**R**ajesh Khakhar started the parent group Laxmi Dental in 1989 and went onto expand it gradually by identifying crucial areas and hiring the right people to do the right things. In 1999, he identified Sameer Merchant in the family to be a dental technician and guided him to gain some international exposure. These experiences allowed Merchant to learn the best of both worlds concerning artistry and technology. With this, Illusion branched out in 2001 and together, they both embarked on the vision to be a provider of quality products to Indian dentists. The constant learning and evolution along the right lines continued which eventually resulted in the laboratory's growth and expansion from two to 1800 employees. Their visionary approach, keen business acumen and passion, coupled with pioneering innovations in dental lab technology have led Illusion Dental Laboratory to newer heights.

A Certified Dental Technician (CDT) from SDM college, Dharwad, Merchant has expanded and upgraded his skills set by obtaining various international certifications



Rajesh Khakhar  
Chairman



Sameer Merchant  
Director

like VITA authentication, Dental Wings CAD software, Orthofan 3D Orthodontic software, etc. He also imparted these skills to the technicians in the organisation as well as on various panels and dental conferences. He has also been a key opinion leader for various leading international brands and corporates.

Under their combined and inspiring leadership, the company has seen tremendous growth and expansion. Today, it is a market leader in India when it comes to providing the highest quality dental restorations with a variety of solutions catering to fixed prosthetics, implant prosthetics, metal-free restorations, aligners, digital dentistry and aesthetics. From bringing pioneering innovations in dental lab technology to introducing the generation 1 range of Zirconia, Merchant and Khakhar have brought the most precise and accurate dental restorations to the Indian dental fraternity.

Their strong presence at the helm, coupled with over 31 years of experience, 300+ skilled and trained technicians and a 25,000 strong dentist network reach with a presence in 27 cities in India, has taken Illusion to greater heights. The brand is acknowledged as being the harbinger of world-class standards in the dental lab industry. In recent years, it has cemented its position as an industry leader in the incorporation of technology in the production process. Today, the laboratory houses a full milling centre, a design centre for fixed design and partial design, rapid prototype printing, and more.

Merchant started Illusion Dental Laboratory as the only laboratory offering all product ranges in metal restorations. He introduced Wol-Ceram, Procera, Valplast, Captek, Zirkozahn to the Indian dental market and initiated the concept of 'warranty' for Zirconia restorations. He also facilitated the growth of Laxmi Group overseas through

### RECOGNISED FOR EXCELLENCE

Driven by more than 31 years of excellence, Illusion Dental Laboratory distinguishes itself as the country's laboratory partner of choice in every aspect of its operations. Recognition has also been visible at important forums. Recently, Illusion Dental Lab was conferred with the "Excellence in Digital Dentistry" award at the ICONS 2020-21 Awards hosted by "The Times of India" and "The Economic Times."

the export division catering to 15 countries, four dental laboratories in the USA.

Investing in the latest milling machines, scanners, newer range of restorative materials (Bruxzir, Lithium disilicate, PMMA), pre-milled abutments etc. to support the growing demands of the laboratory, he has ensured a sustained growth pattern. Under Merchant's aegis, Illusion now has 1800 employees catering pan India; an accomplishment that continues to inspire Merchant and his team for setting further milestones.

The company is an industry leader in the integration of technology in the production process. Through its dedication to advancing its technology and strengthening client relationships, Illusion is now a reliable source of fixed, removable, and implant restorations. In line with Merchant's visionary approach, the firm also constantly evaluates new processes to maintain its position in the vanguard of restorative dental technology, with cutting-edge laboratory equipment as well as the finest restorative materials.

To ensure that excellence in digital dentistry is achieved for every dentist in India, Merchant has ensured that Illusion invested in the most advanced digital workflow, equipment and technology to ensure fast, precise and predictable results. The firm has also created a new business model of E&E.

Further, the qualified dentists trained at the firm's centre reach out to dentists in their respective cities and provide education on what digital dentistry is and at the same time, give the doctor/customers experience with scanners and the digital workflow. The company's aims to ensure that every dentist purchases a scanner.

Merchant believes that digital dentistry will play a major role in improving the entire workflow: from the dentist to the lab perspective and in growing practices. He says, "It may take a little bit of time for people to invest because of Corona right now, but in the second half of 2021, we should start seeing a positive impact."

At Illusion, the team understands that each dental practice has a unique workflow and specific goals to achieve patient and practice success. In adherence with Merchant's customer-oriented methodology, the team



learns about each of its client's needs and systems so that their cases can be completed to fit their individual practices.

Moreover, Merchant has made sustained efforts to enable continuous focus on research so that Illusion always provides the latest in materials, technology, talent, and skills so that its dentist partners have access to all the tools they need to serve their patients. Merchant has a strong belief that relationships filled with common goals and great communication never change for they are the constants that ensure patient and practice success.

There are a few challenges present in the Indian dental lab industry today. The dentist to technician ratio is low, as while dentists have intensive dental training courses, the academic education for lab technicians is limited. However, despite this, a lot of trained technicians do acquire the skills and meet the dentists' demand thanks to Merchant and Illusion.

Merchant shares, "I believe they deserve the right training and platform to showcase their skills. What we need is that ideal regulations be laid down for dental labs and that we head towards adopting global trends of incorporating technology for process and automation. Not only will this add to the efficiency of dental labs but also will allow dentists and technicians to meet ends together on the clinical front."

Illusion's core mission for the future remains to provide only the highest quality dental restorations delivered in a timely fashion with attentive customer service. Illusion

takes pride in using only the best restorative systems be it Bruxzir, Lava, Zirconia, Tiltite, PFM, All-Ceramic, Implants or Temporaries. With Merchant spearheading development, the firm continuously strives to provide the perfect blend of technical expertise, personal service, and dependable results and strongly believes in relationships based on communication and feedback.

## PERFECTING THE CONSUMER JOURNEY

The dental industry is consumer-driven. Studies show that most patients look around for a dentist based on customer review sites and referrals. Focusing on the customer experience means creating a customer-driven practice. Illusion Dental Laboratory understands how critical its role is in supporting a dentist's responsibility to patient expectations and is a leader in developing services that ensure patients become life-long patrons. One of the primary goals of the company is perfecting the customer journey. To facilitate this endeavour, it is one of the most technologically advanced dental labs in the area with highly-trained technicians that can support a case from concept to finished prosthesis.

# Dr. Gultan S. Shaikh

## The holistic healer

Through his value-based Ayutech Therapy approach he has remained committed to his father's vision of providing quality care to every individual at affordable costs

Swasthsankalp was established in 1973 by Dr. Sabbir Shaikh. The name itself reflects the vision and mission which Dr. Shaikh set for this institution. "Swasth" means health or state of well being and "Sankalp" means resolution or vow taken by conscious mind and heart. This is the very idea the institution is built upon and is focused on delivering the highest quality care.

Today, this value-based approach is driven by his son Dr. Gultan S. Shaikh, who is an ex-government medical officer and highly skilled health professional in the domain of paralysis. Dr. Shaikh has treated thousands of patients since 1992 which include those suffering from paralysis and paralytic conditions across age groups.

Dr. Shaikh's core vision and mission include creating a paralysis free India, providing care and cure to every paralysis patient, treatment at reasonable fair prices, and treatment for all. He strongly believes that treatment for every disease should be made affordable to all economical classes.

To treat paralysis, Dr. G. S. Shaikh introduced the Ayutech Therapy after continuous research and tremendous experience gained while working in the health industry for over 15 years. Paralysis, also known as plegia, is a complete or partial and temporary or permanent loss of motor function in one muscle or group of muscles this can be accompanied by sensory loss in the affected area.

Paralysis may be caused by conditions like Acute Flaccid Myelitis, Amyotrophic Lateral Sclerosis, Brachial Plexus Injury, Brain Injury, Cerebral Palsy, Leukodystrophies, Lyme Disease, Multiple Sclerosis, Muscular Dystrophy,



Dr. Gultan S. Shaikh

Neurofibromatosis, Guillain-Barre Syndrome, Post-Polio Syndrome, Spina Bifida, Stroke, Spinal Tumours, Brain Tumours, Spinal Cord Injury or Transverse Myelitis. Paralysis is a sudden and often a side effect of injury to the brain or spinal cord. Sometimes it is due to a stroke or cancerous cells pressing against the brain cells.

The most common symptoms are spasms, loss of sensation in arms and legs, reduced muscle function, reduced motor functions and losing the ability to talk. Types of Paralysis include Monoplegia, Hemiplegia, Diaplegia, Paraplegia and Quadriplegia.

Ayutech Therapy is a combination of Ancient Ayurveda combined with advanced technology. It includes three core steps which are 1. Diagnosis, 2. Treatment, and 3. Prevention. Today Ayutech Therapy is a proven and highly effective way of treatment for paralysis patients. This form of therapy is like an elixir for a better life for such patients. It treats brain damages and recovers sensations in the body at the same time, which benefits the patient to have a speedy recovery.

The diagnosis includes three visits. Paralysis occurs due to blood clot due to bleeding in the brain; which damages the sensory and motor function signals from the brain to the body. This affects either complete or partial body movements. In this step, the doctor finds out the actual root cause and intensity of the problem due to which body movements get restricted. Along with finding the root cause the doctor also takes precautions to see if the patient has any other conditions like blood pressure, diabetes, hypertension etc.

The doctor then uses the ancient Ayurveda technique of Sparsh, Darshan and Prashna for the right diagnosis of the

### MAINTAINING THE CORE VALUES

Over the years, the basic core values of Swasthsankalp have remained the same which is to "treat the patient first then ask for honorarium". (Payment is given for professional services that are rendered normally without charge). Dr. Sabbir Shaikh's teaching includes that even if the patient is from a low economical background, they should get a basic consultation from a doctor and the doctor should at least advise the patient regarding their present condition and necessary steps to be taken.



root cause. While operating in the three visits of the diagnosis step the treatment is started to check the response and positive improvement to the given treatment. This positive improvement helps to conclude that the diagnosis and treatment is going in the right direction

Later, the three visits of the actual treatment use ancient Ayurveda techniques and medicines as well as advanced technology to boost the treatment to recovery ratio. In this step, the doctor provides an advanced physiotherapy session, an acupuncture session, steam, massage, medicine and OPD Treatment session for light exercises to improve mobility and motor functions of the body. While operating patients in this step Swasthsankalp has recorded a 95% to 97% recovery rate. Once the patient goes into the recovery phase the third and important step prevention comes in.

As paralysis is a kind of disease which occurs repetitively, there is a possibility that another stroke of paralysis may occur, as no one has control over the brain function. Therefore as a precautionary measure in this prevention step, the doctor identifies which treatment or which medicines should be kept on follow up basis. So that the risk of another stroke of paralysis is lowered.

These “Tri-Sutras” are followed carefully in Ayutech Therapy. And the organisation is also committed to achieving recovery in less time while offering huge discounts in the payment (fees/bills) while providing different types of quality treatments like advanced physiotherapy, massage, steam, acupuncture, discounted take away medicine etc. Dr. Shaikh believes in providing “Quantity Treatment in Quality Price”.



## A PATIENT-CENTRIC APPROACH

Swasthsankalp's USPs are less time, less money, and less efforts. Allocating a timeline in their “Ayutech” Therapy procedure gives an idea regarding standard recovery time. And it is perhaps the only healthcare institution that defines the timeline in the standard recovery procedure. To remain budget-friendly for the common middle-class person Dr. Shaikh also offers discounted consolidated bills which include the overall consultation, treatment and take away medicine charges. And due to various treatments offered under one roof, patients get various benefits. While dissolving the blood clot in the brain or stopping bleed in the brain through medicines and IV/injection treatment they receive treatments like physiotherapy, massage, steam, acupuncture etc. which enhances sensory and motor functions of the muscles or various muscle groups due to which recovery process speeds up.

# D. Veerendra Heggade

## A visionary leader

Under his guidance, the SDM University has established itself as a place where new age professionals can hone their skills to contribute better to the world

Established under the Shri Dharmasthala Manjunatheshwara University Act 2018, Shri Dharmasthala Manjunatheshwara University, Dharwad came into effect as a State Private University of the State of Karnataka, at Sattur, Dharwad on December 19, 2018. The University has been sponsored by the Shri Dharmasthala Manjunatheshwara Educational (SDME) Society, Ujire, Dakshina Kannada District, Karnataka, and a premier non-profit educational society, under the aegis of Shree Kshetra Dharmasthala and the able guidance of its distinguished President, D. Veerendra Heggade.



Chancellor D. Veerendra Heggade

Being actively involved in the field of Education & Healthcare since 1903, the SDM Educational Society's history dates all the way back to the beginning of "Siddhavana Gurukula" by the Heggades' of Dharmasthala. This legacy has been continued and brought to its present glory by D. Veerendra Heggade who has

spearheaded the activities of more than 40 premier academic and professional institutions spread across Karnataka State for the studies in Medicine, Dentistry, Engineering, Law, Social Sciences, Management, Naturopathy and Ayurveda.

With strong philanthropic goals, D. Veerendra Heggade is a visionary leader with a dream to start a Centre of Excellence in Medical Education and Healthcare for the people of the North Karnataka Region at an affordable cost. He is also the Dharmadhikari (head) of Shree Kshetra Dharmasthala, the Trust which controls several temples including the famous Manjunatheshwara Temple at Dharmasthala

in Karnataka State. With over 48 years of contributions in the social, economic and cultural development of society, he is a multidimensional individual who is also a Dharmadhikari, reformer, educationist, philosopher and philanthropist. As a result of his contributions, he has also been bestowed with various awards and titles including Padma Vibhushan (second highest civilian award in India) for his extensive work towards social reformation and for preaching Communal Harmony.

Under the able guidance of Heggade, Shri Dharmasthala Manjunatheshwara University and its constituent institutions have continued to provide quality education and healthcare, as well as promote a very conducive environment across all the campuses, thereby creating a new age of trained professionals.

The growth of the university is a result of an effort that has been further boosted by Dr. Niranjan Kumar, a renowned Plastic Surgeon of the country, who has been leading Shri Dharmasthala Manjunatheshwara University as its Founder Vice-Chancellor. Under his leadership, Shri Dharmasthala Manjunatheshwara University and its Constituent Institutions are growing at a steady pace. The two-year-old Shri Dharmasthala Manjunatheshwara University has already made remarkable progress by acquiring the number one rank in the All India Emerging Private University

### BUILDING A NEW GENERATION OF PROFESSIONALS

Situated in Dharwad, Karnataka, the SDM University holds flagship programs across its five constituent colleges, namely Medical, Dental, Physiotherapy, Nursing and Biomedical Research Institute. Emphasising the global growth perspective of every student, the university produces highly skilled and proficient professionals, who have a high sense of ethical and moral values. Nurturing extensive creativity among every individual present at the campus, all the course curriculum and the teaching and learning environment is curated towards being completely dynamic while also having the right amount of knowledge.



Shri Dharmasthala Manjunatheshwara University



category. Moreover, its Constituent Institutions, particularly the Medical and Dental Colleges are considered as top colleges across India. Recently the University also received the “Best Emerging University Award for Medical Research 2021” at the Industry-Academia Conclave held at New Delhi jointly organised by the Federation for World Academics and the Education Post. Moreover, during the ongoing pandemic, Shri Dharmasthala Manjunatheshwara University and SDM Hospital have done a wonderful amount of service to the society through their “Corona Warriors”.

The year 2020 has been one of the slowest years for various industrial sectors due to the current pandemic affecting all our lives. Plus, with the imposition of the national lockdown, India witnessed its education system undergo major setbacks, which resulted in students losing a lot of time, and the rise of uncertainty was at an all-time high. Moreover, due to the increased number of cases across the globe, students studying at universities and colleges in India as well as abroad had to struggle the most. From sending students back to their homes safely to asking students to vacate the campuses, it has inevitably been a year of struggle and sacrifices for students, as everyone waits for that glimpse of normalcy to arrive at the earliest.

However, during this time some institutions worked relentlessly to serve and help their students irrespective of the scenario or circumstance. One such institution was the Shri Dharmasthala Manjunatheshwara University, which set an example to its fellow universities in terms of becoming a place, where every student gets an equal opportunity to strive, create, be capable and at the end become an employable resource to society.

A State Private University which strives to be a place filled with joy and inspiration, Shri Dharmasthala Manjunatheshwara University (SDM University) is sponsored by the SDM Educational Society which has a long-established history of serving the society, where charity with education is one of the most important aspects. Having a complete scientific approach



## A WELL-PLANNED APPROACH

Built-in sync with international standards, every amenity made available to the students is meant to guide them through an effortless learning and growth curve. Being taught by individuals and professionals who themselves are expert academicians and research scholars, every student finds role models in their very own teachers. Furthermore, the faculty members bond with students giving rise to strong mentor-mentee relationships, with a lot of importance and prominence to proactive research and innovation activities on campus. Focused on creating all-round individuals who are future-ready, the infrastructure also includes an indoor stadium, multiple playgrounds, and cultural clubs among other things. These facilities let students explore their inner talents by taking part in inter-college competitions, annual cultural events, helping them to grow as confident individuals ready to take their place in the hugely competitive world outside.

with every lesson taught at the university, academics imbibed here is a combination of both old and new values with an efficient learning environment. Having more than 55 educational institutes under its banner, the SDM Educational Society is continuously in the pursuit of being a heaven for excellent teaching and learning, and in turn, creating trained future leaders and professionals.

# Paresh Mehta

## Pioneering innovations

With a holistic approach, he has led his company in developing unique products that have benefitted the Indian market

**K**ilitch Healthcare India Limited's journey started from manufacturing OTC (over the counter) drugs and later expanded to manufacturing and then to global projects. Under the leadership of the company's Director Paresh Mehta, Kilitch Healthcare has pioneered the science and technology associated with the manufacturing of sterile injectables in both liquid and powder form, ophthalmic solutions and pre-filled syringes. Paresh Mehta is assisted by his young and dynamic son Divya Mehta, who has done his Pharmacy and now oversee both Marketing and Manufacturing Operations

The organisation's in-house state of the art formulation development centre carries out our new product development to assist the market with the latest technologies, thereby being the first in the development. Kilitch Healthcare has even introduced gel technology in ophthalmic products, whereby it avoids the use of traditional ointment tubes which are cumbersome to use and can cause damage to the eye if not used correctly by elderly patients. With these kinds of innovations in the market, Kilitch Healthcare has created a niche for its competence.

Additionally, Kilitch Healthcare has ventured into a niche segment for ophthalmic formulation. All the ophthalmic products in India currently include certain preservatives, which have been proven to have various harmful effects on the eyes with long term use. The company has launched a unique and patented 'pure flow technology', which

is totally preservative-free and introduced the ophthalmic medication for the first time in the Indian market. The brand's objective remains to preserve the vision of their patients and not the drug.

According to Paresh Mehta, today the drug development processes across the globe



● Paresh Mehta

### EXPERTISE MATTERS

Since its inception in 1980, the Kilitch Group has traced an unmatched path of success and emerged as one of the most reputed formulation manufacturers of India. The inherent strength of Kilitch Healthcare remains in its manufacturing experience of sterile preparations spanning over 35 years. The presence of state of art manufacturing plants compliant with CGMP standards has also contributed to establishing the company as one of the best in the industry.



The company has commenced with the construction of its new greenfield factory at Nashik. And with this factory, Kilitch Healthcare will be able to establish itself as one of the biggest ophthalmic manufacturers in India.

The company is also building India's first IGBC Green certified pharmaceutical plant, which will be compliant and certified by all the regulated markets of the USA, UK, Europe, and Japan. The factory is spread across 26 acres of land with dedicated sections for ophthalmic and injectable. And once operational in its full capacity it will be able to create 1500 jobs directly and indirectly.

Kilitch Healthcare has its own in-house competence for building pharmaceutical plants, right from the area feasibility study to final commercial production of the product. This has always helped the organisation in overcoming various difficulties and maintaining the timelines. Now, with more than three decades of successful pharmaceutical solutions, they are focused on Africa and have expanded their footprints across key African countries. While new markets, partnerships and enhancements have made the company stronger and more customer-centric, there has been a continuous single-minded approach over the years in their commitment to excellence.

are undergoing major changes. There is a strong need to design every product keeping the side effects of it on a human being as the central focus. The company foresaw the use of preservatives in ophthalmic formulations to be detrimental to human eyes, and thereby they endeavoured to develop preservative-free ophthalmic formulations. Now, this mission has seen the light of the day, and the organisation's technical expertise has led to the successful launch of preservative-free formulations in technologically designed bottles in collaboration with a European company.

task for the organisation as there were many apprehensions on the stability of the product without the preservatives. But over time, through conducting multiple seminars for doctors and product test reports, the brand has been able to generate overwhelming response from the market and capture the MDPF segment by being the innovators in the field.

Having amassed the experience of building eight manufacturing plants in India and foreign countries, Kilitch Healthcare has now entered into a new phase of growth.

Kilitch Healthcare's manufacturing capabilities for ophthalmic formulation are one of the best in class and match all the FDA guidelines to ensure world-class products. The company is committed to the vision of disease-free eyes through the use of Multi Dose Preservative Free Technology (MDPF). And their Pan-India presence and offerings for anterior and posterior segment formulation help to perfectly cater to all the needs of ophthalmologists.

However, introducing the MDPF to doctors initially proved to be a very challenging



## MILESTONES OVER THE YEARS

The company has continued to expand its reach over the years with various verticals:

1980 - Kilitch company for manufacturing of OTC products

1986 - Kilitch Com. Pharma Pvt. Ltd. for manufacturing of Oral solid dosage

1994 - Kilitch Drugs (India) Ltd. for manufacturing of sterile formulations of various categories viz. General, Betalactum, Cephalosporins

1998 - NBZ Pharma Ltd. for manufacturing of liquid Injectable in ampoules and vials of general category

2004 - Kilitch Drugs India Ltd (Poantasahib, Himachal Pradesh, India) for manufacturing of sterile preparations with five manufacturing blocks of various categories having 12 integrated lines

2010 - Eyecare Kilitch Ltd, the marketing arm for ophthalmic formulations.

2013 - Kilitch Healthcare LLP, the flagship company

2014 - NBZ Pharma Ltd., for setting up of Ophthalmic & Pre Filled Syringe (PFS) section at NBZ Pharma Ltd.

2015 - Among its other projects in the pipeline, the group is in the process to set up one of India's largest greenfield pharmaceutical plants in Maharashtra

Furthermore, Kilitch Group has positioned itself as a global pharma player and delivered end to end technical consultancy services for setting up pharmaceutical plants in Gulf countries with projects like:

1997 - Alsafwa Drugs: Setting up of Formulation plant to manufacture Oral dosages in Jebelali, Dubai UAE

1999 - Dwa Pharma: Setting up of a formulation plant to manufacture Oral dosages in Sanna, Yemen

## An entrepreneurial adventurer, dynamic investor and political strategist transforming the digital landscape of India

The Director of Appinventiv, a digital transformation and product development agency has been empowering new-age businesses and enterprises, enabling them to explore digital-first benefits

**S**aurabh Singh is an entrepreneurial genius and creative thinker, with an out of the box approach driving change in every field where he ventures; a political strategist with the enviable success that took 18 years in the making built on a visionary mettle. He is a popular figure in the Indian start-up ecosystem, having cemented product innovation success as a tech founder, investor and mentor. He has incubated numerous product innovation labs redefining technological outsourcing and establishing self-sufficient start-ups.

His impressive achievements include founding over five successful start-ups, four failed start-ups, international acquisitions, three successful investments, generating over 5000+ job opportunities for professionals alongside uplifting 1000+ technology businesses as a guide.

Singh is also a renowned political campaign strategist, known for helping BJP in different

state and general election campaigns. In 2011, he also played a key role in making the 'India Against Corruption' campaign go viral.

He has an Entrepreneurial Management degree from the EMPI Business School, Delhi. A philanthropist at heart, he actively participates in various civic and welfare activities revolving around the youth and propels them to explore their capabilities while supporting them to shine and grow. He is soon to initiate another campaign where he will be providing a platform to the aspirant entrepreneurs and creating multiple opportunities for them to boost the start-up culture in India by seed funding cutting-edge business ideas.

Singh is known for his masterful strategies that have been time-tested for building and scaling businesses. He is a mentor to several cutting-edge tech companies and looks for inspiration and opportunity everywhere, while aiming to turn these ideas into viable businesses, either to boost the economy or to generate employment for the youth. He is sharp enough to juggle between planning and preparing strategic decisions while working simultaneously on multiple business ideas. It's an aptitude he infused within himself from his alma mater, Delhi Public School.

Singh displayed a natural flair for commercial success right from the ground-up during his sophomore years in college when he launched his first start-up in 2002 at the age of 19. It was a DSA (Direct Sales Agency) with iDea cellular as a client and later added TouchTel (now Airtel).

This epiphany of being a master-stroke business developer proved to be his inner-calling. After graduating from college, he



Saurabh Singh

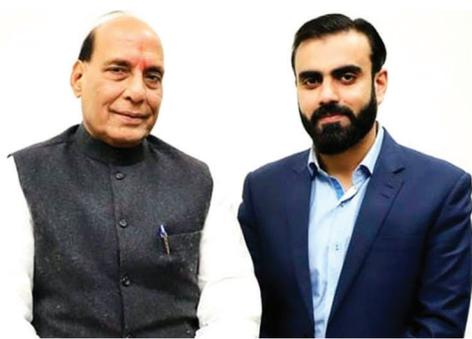
joined BrickRed Technologies, a 3Pillar Global Company, and grew its revenue manifold. His talent for upselling saw him burst through the ranks as he claimed laurels for being the 'Best Performer of the Year' through 2005 and 2006.

In 2007, he joined DbyDx, a new-gen technology company as Vice President and led it through its growth and acquisition stages with Kellton Tech - a BSE-listed tech company.

2008-2009 witnessed Singh reinventing himself career-wise, from serving as the Director of N-Net technologies to launching a non-profit initiative AwakInd.com (Awake INDIA which was designed with the purpose to initiate a change in society and the existing governments), to becoming the Founding Partner at C&B Electronics, and later finally closing the year with a leading App development company he co-founded, TechAhead. Saurabh left TechAhead after 1.5 years of its formation to form another company in 2011 - AppStudioz.

### PAST, PRESENT AND FUTURE

Saurabh Singh has an Entrepreneurial Management degree from the EMPI Business School, Delhi. A philanthropist at heart, he actively participates in various civic and welfare activities revolving around the youth and propels them to explore their capabilities while supporting them to shine and grow. He is soon to initiate another campaign where he will be providing a platform to the aspirant entrepreneurs and creating multiple opportunities for them to boost the start-up culture in India by seed funding cutting-edge business ideas.



In 2011, during the 'India Against Corruption' campaign, he administered many teams and social media accounts with over a million followers at that time. Post the campaign's massive success, he worked intimately with now Union Railway Minister, Piyush Goyal, in the 2014 general election for digital strategies, ultimately playing major roles in various central and state elections as a key political analyst.

Singh is also the founding member of a non-profit organisation named 'DAAN SEWA' under the banner of which, thousands of people are served on many aspects - monetarily, through basic amenities, and job prospects, since the past year, in the wake of the existing pandemic outbreak.

Appinventiv is another key establishment Singh is currently associated with as the Director. Appinventiv is a Digital Transformation and Product Development agency, a 650+ people company empowering new-age businesses and enterprise businesses to explore digital-first benefits since 2015. As one of the largest mobile app development companies in

the world, the company has provided its services to 1000+ global brands like Oracle, NASA, KPMG, IKEA, Vodafone, Dominos, ABP Live, Asian Bank, Pizza Hut and also to various governments like Qatar Government, Government of India, Uttar Pradesh and Uttarakhand.

Explaining the significance of Appinventiv and its endeavours, Singh says, "We are working with Gen Z entrepreneurs and enterprises in designing revolutionary solutions and helping them to transform the technology landscape. Till now we have helped 75% of our partners from our start-up division to raise multi-million dollar funding to go big. We have successfully accelerated and transformed the businesses of more than 1000 companies including Fortune 500 companies as well as Silicon Valley start-ups across the world. To achieve the laurels and improve the growth of our company, we have two business units, one which serves the

start-ups and another which serves bigger organisations to help them achieve greater milestones."

Appinventiv allocates a major part of its investment in the ER&D (Engineering, Research & Development) division to focus on major technologies like AI, Blockchain, RPA, Cloud, and Analytics to become a technology partner of future-forward businesses, and aspires to serve more customers around fields that include retail, travel, e-commerce, education, hospitality, advertising, market research, manufacturing, consumer goods, logistics, SCM, and non-profits. It received the 'App Development Company of the Year' award by Entrepreneur India in 2020 in recognition of the efforts and leadership of Saurabh and other directors of the company; Sudeep Srivastava, Prateek Saxena, Peeyush Singh, and Dileep Gupta.

The tech firm is also looking forward to creating job opportunities for people by hiring for all the development centres and offices including Chandigarh, Dehradun, Lucknow, Indore, Noida, and other cities across India. It also plans on hiring around 400 more people by the end of 2021 to keep up with the plan to bring about a growth of 30% in its manpower resources.

Singh has proven himself as a technology leader, strategy maker and innovator while fuelling economic growth and giving the nation its competitive edge. He has identified many opportunities for a large section of people and given them a platform to contribute in their own way to society. His sustained efforts to foster and induce entrepreneurship abilities reflect his remarkable accomplishments as a successful individual.



## INFLUENCER STEERS COURSE TO VICTORY

The roles he plays as an entrepreneur, investor, social change catalyst and philanthropist has brought along his metamorphosis today, as he is heard and followed on social media by eminent personalities like Narendra Modi, Barack Obama, several Union Ministers, including Piyush Goyal, Smriti Irani, Nirmala Sitharaman, etc. His efforts have also manifested into making him a strategic advisor and consultant of multiple departments in the Government of India and have made him the centre of many marketing and political campaigns. The focal point of his digital political campaigning interest was when he strategised the political campaigns for multiple leaders during the 2014 general elections and once again in 2019 general elections. Currently his team has started working on election campaign and strategy making for the upcoming 2022 Uttar Pradesh and Uttarakhand Assembly elections.

## Redefining the concept of cosmetics

By integrating age-old remedies in the beauty industry, she has made immense contributions in the hair and skincare industry globally

India is a diverse country with an equally diverse and rich history which includes a treasure of ancient beauty and lifestyle rituals as part of its culture. Right since the olden days when we had Kings and Queens and even in Indian mythology, there have been various references documenting women using natural ingredients for beauty treatments. Moreover, even various global cultures use ingredients like turmeric, lentils, milk, and spices, especially brides to get glowing and radiant skin. And integrating these age-old remedies today is Dr. Nirmala Shetty's spa called Nirmal Herbal.

Dr. Nirmala J. Shetty, ND, MD, Founder - Director - Nirmal Herbal, Health Coach, Integrative Nutrition (IIN), NY, USA, believes that every woman is beautiful.

### AN ESTABLISHED LEADER

Dr. Nirmala Shetty's credentials started in the year 1991 with her first centre at Chembur followed by her centres at Bandra, Mulund, Vile Parle, and Powai. In 2002, she served as a Beauty Consultant for the Beauty Salon at The Hyatt Regency. She has also been writing articles for various popular publications like the erstwhile women's magazine, Upper Crust, Style Speak, FEMINA, and other Times Group publications. She has also been featured in online portals and leading newspapers such as The Bombay Times, Mid-Day, Indian Express, etc. She has even officially treated Miss India International and Miss India World contestants for their hair and trained them to pursue natural products made at home. Her participation in the serial Beauty Mantra with actress Lisa Ray which was telecasted in U.S.A and U.K also helped to create a huge clientele abroad.

She feels that embracing Mother Nature is the best way to enhance the beauty and it is important to go green and natural with cosmetics as well. And her organisation's concept is also reflective of the saying "Beauty is skin deep".

Transforming her childhood passion and hobby into an idea, Nirmal Herbal was created as a unique brand that aims at promoting Healthy and Beautiful Skin

and Hair and is a one of a kind brand that uses 'food' as cosmetics. And this idea has also been instrumental in making Dr. Shetty stand out among the competition in the beauty industry. With about 18 years of experience in the corporate world, she envisioned a platform wherein she could combine simple ingredients from the kitchen to create astringents, cleansers, brighteners, scrubs to enhance skin and hair.



● Dr. Nirmala Shetty's



● Nirmala Shetty with her husband, J. B. Shetty

book 'Beauty at your Fingertips' which is comprised of simple kitchen remedies for healthy skin and hair. With a host of recipes, the book serves as a great reference for women of all ages, young kids, and even men as well to treat their skin and hair the natural way.

Dr. Shetty believes in the fact that 50% of any substance applied on your skin is absorbed into the body, thus she ensures that her brand's cosmetics are created from food to ensure they are 100% natural. Nirmal Herbal is a 'one of its kind' brand in the beauty and cosmetic industry, where tradition, art, style, and technique blend in its treatments and services. The brand also connects to modern elements of makeup and style, balancing its effects and pampering the client from head to toe.

Having found great results with her experiments, Dr. Shetty went on to establish her first centre at Chembur, Mumbai in 1991. From thereon, Nirmal Herbal successfully grew as a result of her entrepreneurial skills. Simultaneously, Dr. Shetty further built her skills and knowledge in this domain and completed various courses in Naturopathy and Alternative medicines, and graduated as a Certified Health Coach from the Institute for Integrative Nutrition, NY, USA.

Through her vertical 'Nirmal Health', today she treats and guides her clientele for their skin and hair care through an extensive program that combines health and beauty. She has even authored the

Nirmal Herbal, which started as Dr. Nirmala Shetty's passion has grown into a unique brand today, providing services that use food from the kitchen as cosmetics. And she credits her husband and business partner J B Shetty as being her strongest support as well as her family, dedicated staff and clients who trusted her as the main pillars of her success. Her success has been further strengthened by her work with Sushmita Sen, Former Miss Universe, and Actor, where Dr. Nirmala Shetty worked as the Official Hair Expert on the panel of the I AM SHE Miss India Universe Pageant for three years. She groomed the aspiring participants to maintain their healthy hair and balance the effects of styling for the pageant.

Dr. Shetty's ultimate vision is to globally create an opportunity to say goodbye to chemicals to maintain healthy and beautiful skin and hair. Believing in the fact that half of anything applied to our body is absorbed by the skin, her brand's success (which completes 30 years this month) lies in the consistency of their services and creating the best of products that are freshly ground daily.



● Nirmal Herbal's freshly ground packs for skin and hair.

## AWARDS AND ACCOLADES

Nirmal Herbal has been recognized and awarded by various platforms. The brand was awarded by the Brands Research Academy as the 'Best Herbal Clinic' in Mumbai in 2011 and as the 'Best Herbal Clinic & Spa' in the whole of Maharashtra in 2012. Dr. Nirmala Shetty was also nominated as the 'Spa Personality of the Year' at the Asian Spa Awards 2012 held in Hong Kong. And in 2013, Nirmal Herbal was awarded the 'Global Health Care and Excellency Award' for the Best Skin and Hair Care Clinic, Salon and Spa in Maharashtra. In 2018, Dr. Shetty was also appreciated by the World Health & Wellness Congress and awarded as one of the 100 Most Impactful Healthcare Leaders Globally. In 2019 Dr. Nirmala Shetty was among the ones awarded the Times She UNLTD Entrepreneurs Award for her entrepreneurship. Recently, in March 2021, Dr. Nirmala Shetty and Nirmal Herbal also won the Economic Times and Times Interact's Icons 2020-21 Award for "Excellence in Service and Dedication in the field of Herbal Clinics and Spas."



● Sushmita Shetty at Dr. Nirmala Shetty's book launch

With a mission to create awareness around health and fitness, he has transformed the bodybuilding industry with his guidance and immense knowledge

With a rich clinical experience spanning over 15 years in this field as a doctor and 24 years as a bodybuilder himself, Dr. Nikhil Tari has helped various fitness enthusiasts and aspirants transform their physique while simultaneously maintaining their health. He is the founder of what he describes as 'India's first Bodybuilding & Fitness Clinic' located in the western suburb of Kandivali (W), Mumbai. A clinic that is strictly dedicated to health and fitness, with proper, high-end equipment to get perfect measurements.

Dr. Tari believes that fitness and health are different things, and is on a mission to demolish mistaken notions about these across the nation. He believes that there is a lack of proper guidance today and people are blindly taking any 'health supplements' to transform their physique. There is a rise in the trend of using health supplements and drugs across India, especially among the young generation. This is causing severe irreversible health issues like infertility, heart issues, kidneys and liver problems. Today, just about everyone in the country is aware and fascinated with the quest for a fit looking and toned body. Dr. Tari points out, "A large portion of the credit for this goes



to Bollywood and various social media platforms. Just about everyone going to the gym has a specific goal of achieving that dream physique and that too within a short time. To get awesome results they end up

using those harmful anabolic steroids and those expensive, false claim supplements. And the common sources are our gyms and gym trainers who are not aware of the damage they are doing to their client's health."

Dr. Tari believes in giving proper guidance and awareness. As a trained doctor, fitness athlete, bodybuilder and coach, he has helped numerous fitness and bodybuilding athletes achieve their dream physique the right way, and is responsible for more than 2000 successful transformations worldwide during his 12 years of bodybuilding and fitness clinic practice. He has even launched his first YouTube bodybuilding and fitness channel to reach more people and share his knowledge.

Additionally, his main vision is to establish a school dedicated to professional bodybuilding and fitness to get prime information of this field and create world-class athletes who can even represent India in international bodybuilding and fitness competitions.



### ACHIEVEMENTS AND ACKNOWLEDGEMENTS

Dr. Nikhil Tari has been recognised as India's leading bodybuilding and fitness consultant by various renowned institutions over the years. This includes:

- Excellence in Consultancy People Foundation - 2017
- India's #1 Bodybuilding & Nabba/ WFF, Rajasthan - 2017
- India's #1 Bodybuilding & Fitness Economic Times, and Body Consultant Expert Power India - 2018
- Champion of Fitness 2018 - 2019 Economic Times - 2018
- Body Power India - 2019
- India's No. 1 Bodybuilding & Wow Excellence Awards - 2019
- India's No. 1 Bodybuilding & Mr./Ms. Chattisgarh Fitness Consultant Bodybuilding Championship - 2019
- Best Bodybuilding Doctor/ Consultant Starline Fitness India - 2019
- India's #1 Bodybuilding Mid-Day Health & Fitness Consultant Wellness Icons - 2020
- Doctor of Bodybuilding India, GSB Fitness Awards - 2020
- Times Man of the Year - 2020-21
- Times Health Care Leaders in Times of India - 2020-21

# Aarti Notiyal

## Celebration is the New Marketing Trend



Aarti Notiyal, Director, Bubble Communication, highlights how the new normal has resulted in brands adapting to new trends which touch upon a more humane aspect

The last year saw a huge shift in consumer behaviour and lifestyle patterns. This new way of life taught us to adapt to a more mindful approach, cherish simple moments, and also highlighted the importance of community. We have collectively realised that you don't need to have big bashes, celebration can just become a part of everyday life. And adapting to this new lifestyle trend are brands who are embracing this concept.

"In my beginning days of advertising, it was about a commodity or a service. But this moved to experiential marketing and now it is about touching that emotional chord. Brands should now

focus on giving happiness, positivity and gratitude through their advertising like we recently did for Trademsart or DEAR Lotteries", said Santosh Gupta, Director, HalfGlassFull.

"For us at GALF, we have always believed that 'wellness' shouldn't be just a practice but a lifestyle that should be celebrated. COVID has definitely made a lot many people particularly corporates introspect on this. We initiated a series of digital campaigns with our Panelists and Clients (CEOs and CXOs); who shared their journeys on the significance of having an optimum work-life balance and dealing with high-pressure circumstances." said Amit Vasistha, Founder and CEO, GALF.

"Mango, a premium lifestyle, stationery and art supplies brand, re-instigated on its tagline 'Makes My Day' by introducing a monthly subscription service called "The Yellow Box" filled with goodies. So now every month, Mango consumers would have something to look forward to, delivered at their doorsteps", said Sitanshu Chheda, Executive Director, Mango Stationery.

Moreover, while several companies decided to downsize, a few still held on to their employees and strengthened their bond with them. Emcer, a tile company, created an awards and rewards programme and motivated their employees to stay happy. "We wanted our employees to feel important, to feel secure and that they are appreciated. Thus, awarding them was a simple step we took, to reinstate our trust in them," said Gautam Patel, Managing Director, Emcer.

Events too have gone virtual, but new launches, new product categories have kept curiosity and engagement alive. "We are advising our clients to celebrate every small or big occasion virtually and keep themselves constantly heard now, as a virtual event is cost-effective and yet, the reach is to millions now," says Pooja Notiyal, Director, Six Sigma Events.

This marketing trend is expected to prevail in the coming years. "Bubble completed a decade in marketing communication and it was a huge milestone to achieve. Not letting the current situation hamper our spirits, we went ahead and took several initiatives to celebrate it. We wanted to initiate optimistic conversations and keep the bubble'd up spirit on", said Aarti Notiyal, Director, Bubble Communication.

Thus, it is important to celebrate every small step, every triumph; stay in touch with consumers and give them a reason to smile. After all, brand marketing is not about selling, but immortalising it forever.



**UNIQUE NEEDS  
LIKE YOURS NEED  
UNIQUE PRODUCTS  
LIKE OURS.**

