

10th Edition

OUTLOOK BUSINESS SPOTLIGHT



Achievers Awards 2024

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The Outlook Business Spotlight - Achievers Awards, held on December 21st, 2024, at Delhi, successfully recognized visionary leaders who tackled challenges with innovation and creativity. The event celebrated individuals and organizations across various sectors, highlighting their exceptional contributions to business, education, healthcare, community service, and more. This prestigious occasion honoured those who have redefined business practices, fostered unity, and driven progress through uncertain times.



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CELEBRATING EXCELLENCE: OUTLOOK BUSINESS SPOTLIGHT – ACHIEVERS AWARDS 2024

Recognizing Visionaries Who Inspire Growth, Innovation, and Progress



The event was graced by Shehzad Poonawalla, Spokesperson of the Bharatiya Janata Party (BJP), as the Chief Guest.

The prestigious 10th Edition of the **Outlook Business Spotlight Awards - Achievers Awards 2024** concluded successfully on 21st December 2024 in the capital, bringing together leaders and innovators from various sectors to honor their outstanding contributions. The grand event, held at Shangri La Eros Hotel in New Delhi, recognized individuals and organizations that displayed unparalleled excellence, innovation, and impact in their respective fields.

Supported by notable partners such as **Nexus**, **Gamification** (Bronze Partner), **Duro** (Sustainability Partner), **Solo** and **Intellio Germany** (Office Stationery Partner), **Soulflower** (Gifting Partner), **SS Group** (Real Estate Partner), and **FilterPixel** (AI Photo

Partner), the awards celebrated achievements across business, education, healthcare, community service and other industries.

The Achievers Awards have always been a platform to highlight leaders who think beyond conventional boundaries, solve complex challenges, and redefine the rules of business and innovation. This year's edition was no different, honoring trailblazers whose creativity and determination have left a lasting impact on their industries and communities.

Neeraj Thakur, Editor, **Outlook Business**, delivered an inspiring welcome address that resonated deeply with the evening's theme of excellence and innovation.

He said, "The people here are shaped by scorching summers, biting winters, and an unrelenting

pace of life—experiences that forge toughness, adaptability, and determination. For decades, Outlook Business has been dedicated to bringing stories that inspire change, highlighting the journeys of innovators and achievers. Our vision goes beyond showcasing success; it fosters a culture of growth, resilience, and innovation that resonates across industries and communities. Tonight's achievers exemplify these values—resilience, creativity, and a commitment to shaping the future. Their stories inspire the next wave of dreamers and innovators. Congratulations to all on your remarkable success."

The chief guest delivered an inspiring speech, delving into the different meanings and dimensions of the word "Outlook." He eloquently stated, "Outlook inspires you to look forward and aim higher. It also identifies the path to reach the summit while staying connected to your roots."

Highlighting the evolution of India's economy, he emphasized the importance of understanding the country's changing outlook over the years. "For a long time, our country's economy and politics were shaped by a particular outlook—marked by corruption, appeasement, and policy paralysis (CAP). Understanding this transformation is essential to appreciate the progress we have made today," he said.

Reflecting on India's remarkable economic growth, the chief guest noted that the country is currently the fifth-largest economy in the world. "By 2026-27, India is poised to become the third-



largest economy globally," he said. He further highlighted key developments that have propelled the nation's growth, including the doubling of the country's highway network, which has provided a significant boost to the economy.

He also underscored the transformative role of metro rail services, which have expanded from just five cities to 21 cities, enhancing urban connectivity and economic productivity. Additionally, the chief guest lauded India's digital revolution, which has revolutionized businesses and contributed immensely to the country's economic progress.

The Outlook Business Spotlight – Achievers Awards hosted two engaging panel discussions, each addressing critical aspects of organizational growth and success. Moderated by Neeraj Thakur, Editor of Outlook Business, these panels brought together industry leaders to share their perspectives on

Panelist - Debabrata Sarkar-President-APAC-Alga Energy, Jaydeep Chitlangia – Mentor – Duroply, Manish Kumar Sinha-Founder & CEO - Zamun Marketing Solutions (from Left to Right)

building future-ready organizations and championing diversity and inclusion.

The first panel discussion, "Building Future-Ready Organizations", included insights from Debabrata Sarkar, President-APAC, Alga Energy; Joydeep Chitlangia, Mentor, Duroply; and Manish Kumar Sinha, Founder & CEO, Zamun Marketing Solutions. The session explored the challenges and opportunities in adopting digital transformation to ensure organizations stay ahead in a competitive market.

Neeraj began by asking Debabrata Sarkar about the initial steps required for digital transformation, especially in

legacy organizations accustomed to traditional ways of working. Debabrata drew from his experience in the agricultural sector and said, "I handle the agricultural industry, and I can say agriculture is taking shape in India because technology is getting into it as well, and that's a good sign. While digitalization is taking place, it is very important for future-ready organizations, but at the same time, we need to get into some basic things which will make this digitalization and AI intervention far more impactful in the future."

The discussion then shifted to Joydeep Chitlangia, with Neeraj asking how organizations can motivate employees to adapt to





Panellist - Jyoti Prakash Lakhota- VP - Operations -Mallcom, Bharat Bhatia -CSO- Conscient , Amit Sarda - Cofounder & MD - Soufflower (from Left to Right)

technological changes. Joydeep shared his personal journey as a first-generation entrepreneur in a family business, saying, "I think I'm the first-generation entrepreneur in a family business. As a business house, I remember in the early 80s, we had computers and other related technological devices, so I had the experience of using computers as early as the mid-80s. We invested in training our people, upgrading our systems, and enhancing skill sets, which ensured that IT and technological changes were never a challenge. Every business has a vision of where they'll be in 5 or 10 years, and I think the head of the business needs to identify key pain points and then invest time, money, and energy in getting the right technological solutions in place."

Manish Kumar Sinha addressed the financial considerations of digital transformation when asked about the monetary aspect. He explained, "I believe that if we have to look from the revenue side, I don't know what to say, but from the cost side, the overall spend towards going digital across all functions should be somewhere in the range of 2-8

percent. It depends basically on how much transformation you're going through—whether you're going digital in operations, R&D, marketing, or anything else."

Nearing to the end of the discussion, Neeraj sought Debabrata Sarkar's perspective on the challenges of convincing farmers to embrace digital tools. Debabrata highlighted the environmental crisis tied to agriculture, stating, "Forget about farmers. We lose 30 soccer fields of topsoil every single minute, and if we don't do anything, by 2050, two-thirds of the soil that grows food will not be there." His response emphasized the urgency of addressing sustainability alongside digital advancements.

The second panel discussion focused on the critical role of diversity and inclusion in achieving business success. The panel featured Jyoti Prakash Lakhota, VP - Operations, Mallcom; Bharat Bhatia, CSO, Conscient; and Amit Sarda, Co-Founder & CEO, Soufflower. Neeraj Thakur once again moderated the session, fostering a lively exchange of ideas.

Jyoti began by redefining

diversity, moving beyond the traditional understanding of gender inclusion. He said, "Diversity is not about having females in the organization. It's changed over a period. Now diversity means having people, leaders, or colleagues from diverse backgrounds, which means they can be from different regions of India with different languages and different cultures. Once you have those types of people in your organization, they bring new ideas, thought processes, and different ways of thinking about a problem. This helps the organization have better decision-making capabilities."

Bharat Bhatia added to the discussion by emphasizing the unique perspectives that diversity brings. He stated, "God made humans all similar, but he made all minds different. I think culture and values come from birth. Diversity benefits a company or organization because you have so many minds

contributing. There was a survey conducted—a decision-making task was given to two groups. One group consisted of homogeneous people, and the other group consisted of people from diversified backgrounds who were putting their brains together in different ways. The group with diverse members performed significantly better."

Amit Sarda took a different approach, describing diversity as an opportunity to challenge norms and drive innovation. He said, "For us, diversity is about questioning the status quo. Jo chal raha hai, woh chalta rahe ya use hamein badalna hai (Should we let things go on as they are, or should we change them?). It's also about evolving mindsets."

Neeraj then asked Jyoti how organizations can actively diversify their teams and create an inclusive environment. Jyoti emphasized the role of leadership, saying, "Diversity has to come from the leaders.

Leaders must have an open mindset where they can absorb people from different backgrounds, cultures, or places. If you bring in people with different mindsets, it will naturally lead to more ideas and innovation."

The panelists collectively highlighted that diversity and inclusion are not just buzzwords but essential components of a thriving organization. By fostering an environment where individuals from varied backgrounds feel valued, companies can unlock creativity, improve decision-making, and drive long-term success.

Whether through technological transformation or fostering diversity, the common theme was the role of leadership in driving change. Leaders must invest in the right tools, strategies, and mindsets to build organizations that can thrive in a rapidly evolving world.

These discussions provided valuable insights into the challenges and opportunities faced by

businesses today, offering actionable takeaways for organizations aiming to innovate and succeed in the years ahead. The event truly celebrated the spirit of progress, collaboration, and excellence in the business community.

The event concluded with a resounding acknowledgment of India's entrepreneurial spirit and its critical role in shaping a dynamic and progressive nation. The Outlook Business Spotlight Achievers Awards continues to serve as a platform to celebrate and inspire those driving India's growth and innovation. It was evident that the event had not only celebrated achievements but also sparked meaningful conversations around the future of business, leadership, and sustainability. It stood as a testament to the power of collaboration, resilience, and forward-thinking that continues to shape the nation's journey toward global excellence.



OUTLOOK BUSINESS SPOTLIGHT ACHIEVERS AWARDS WINNERS LIST

Company Name / Awarde Name	Person Name	Awardee Person Designation	Award Title
CP Plus	-	-	Securing The Future: Surveillance Brand of the Year
Sister Nivedita University	-	-	Top Edupreneur and Leadership Award
Alga Energy	Debabrata Sarkar	President-APAC	BioAg CEO of the Year
Delta Electronics	Ankit Yadav	Senior Director Communications	Innovative Brand Strategy
Conscient	-	-	Best Luxury Residential Project of the Year
Nippon Paint (India) Pvt Ltd Auto Refinish Division	-	-	Sustainable Paint Technology Award
Mallcom	-	-	Safety Leadership Award
Kauvery Hospital Alwarpet	-	-	Super Speciality Hospital of the Year
Bansal Wire Industries Limited	-	-	Outstanding Contribution to the Wire and Cable Industry Award
Plutos One Technology Pvt Ltd	-	-	Fintech Startup of the Year
Global PR Connect	-	-	PR Agency of the Year
Tirupati Diagnostics and Labs a unit of RYT Digital Pvt Ltd	Dr Vikram Pratap Singh	Director and Chief Radiologist	Social Entrepreneur of the Year
Vive Cosmetic	Prerna Singla	Managing Partner	Iconic Leader in Ayurvedic & Beauty Manufacturing Solutions
HAACE Contract	-	-	Revolutionaries in premium construction services
Solo Stationery	-	-	Pioneer Office Stationery Brand of India
Soulflower	-	-	Eco-Beauty Pioneer Award of the Year
Zamun Marketing Solutions	-	-	Best Specialized Marketing Agency for Technology Companies
Everyone Play Studios	-	-	Global Reach Award
MedTalks	-	-	Visionary Health Education Platform Award
Network 10	-	-	Audience Engagement Award of the Year
Panchtatva Advertising	-	-	Advertising Agency of the Year
HIL Limited	Akshat Seth	MD & CEO	Legacy Leader in Building Material Solutions
iCubesWire	-	-	Influencer Marketing Agency of the Year
Lahori Zeera	-	-	Taste of Tradition

HOW INDIA CAN MARCH TOWARDS GLOBAL MANUFACTURING LEADERSHIP ATTRIBUTED – MR. BENJAMIN LIN



MR. BENJAMIN LIN - President, Delta Electronics India

A robust manufacturing sector is crucial for economic growth, and India is well-positioned to strengthen its role as a global manufacturing hub. Contributing approximately 17% to the GDP and employing over 27 million workers, the sector plays a pivotal role in India's economy. With a target of becoming a USD 5 trillion economy by 2026-27, manufacturing must drive this growth by leveraging opportunities in the evolving global landscape.

India aims to increase manufacturing's share of GDP to 25% and achieve USD 1 trillion in exports. According to McKinsey, developing competitive manufacturing

hubs could significantly boost economic growth and job creation. To realize this potential, the focus must shift to addressing challenges and embracing technology-driven investments to enhance productivity and global competitiveness.

Enabling India's 'Techade' in Manufacturing

India's manufacturing sector has benefited from initiatives such as 'Make in India' and a simplified tax regime, which have strengthened the ecosystem. However, achieving long-term success requires rethinking processes. Technology adoption, particularly among MSMEs, is essential. MSMEs, which contribute 36% of India's

manufacturing output, must embrace digitalization to achieve excellence and remain competitive.

Skilled labor is another critical area. With a young workforce, India has a unique opportunity to drive industrial growth. However, industry-specific training, improved workplace conditions, and effective talent retention strategies are necessary to unlock this potential.

Embracing Industry 4.0

Indian manufacturers are increasingly adopting digital transformation. A Rockwell Automation report highlights that 35% of operating budgets are now allocated to technology investments. Industry 4.0 technologies, including automation, IIoT, and smart systems, enable manufacturers to optimize operations, mitigate risks, and improve sustainability.

Smart manufacturing integrates IT with operational technology, allowing businesses to leverage data-driven insights for better decision-making. By adopting smart machines and systems, manufacturers can enhance productivity, improve quality, and address challenges such as cybersecurity and infrastructure gaps.

A Collaborative Path Forward

India's journey to becoming a global manufacturing hub requires collaboration among government, industry, and academia. Embracing smart manufacturing and fostering innovation will be key to overcoming challenges and achieving global competitiveness. With concerted efforts, India can solidify its position as a leader in the global manufacturing landscape.





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ADITYA KHEMKA
Managing Director, CP PLUS
(Aditya Infotech Ltd)

Could you tell us about your journey in the technology industry and what initially inspired you to start CP PLUS?

In our relentless pursuit of excellence at CP PLUS, we have been revolutionizing the security industry with next-generation safety solutions. By making advanced CCTV cameras affordable and accessible to Indians everywhere, we are spreading dependability like never before. With a steadfast focus on research and development, CP PLUS stands as a beacon of innovation, poised to transform the surveillance landscape with 100% local production.

At the core of CP PLUS lies a commitment to empowering citizens with a sense of security and enhancing their quality of life. Our initiatives underscore our dedication to empowering customers while driving industry-wide progress. By integrating advanced features into our solutions, we are not only safeguarding communities but also ushering in a new era of connectivity and convenience. Through strategic partnerships and a customer-centric approach, CP PLUS is cementing its position as a trusted ally in India's march towards a safer, smarter future.

Quote: "CP PLUS' journey exemplifies the transformative

potential of indigenous innovation and manufacturing excellence in driving growth, empowerment, and progress. As the security and surveillance landscape continues to evolve, CP PLUS remains at the forefront, pioneering cutting-edge solutions and empowering communities to thrive."

STQC is new essential requirement for security industry in India. Can you elaborate in perspective of your products and business?

The STQC certification is a hallmark of excellence in IoT and electronic surveillance, designed to ensure that products perform reliably even in the most challenging scenarios. Achieving this certification underscores CP PLUS's commitment to empowering public and private sectors with robust, reliable, and secure surveillance systems.

With ER IoTSCS STQC certification, CP PLUS's cameras are validated for secure data handling, superior performance in diverse environments, and compliance with stringent national standards - essential attributes for critical and high-demand applications in India. The certification aligns with India's focus on self-reliance and robust security standards in the technology sector.

For CP PLUS, this achievement complements India's "Digital India" and "Make in India" missions, contributing to a strong framework of domestically produced, high-quality surveillance solutions for critical infrastructure, smart cities, transportation hubs, and beyond.

With this certification, CP PLUS's camera range is poised to support various government-led and private sector initiatives, offering secure, resilient, and intelligent surveillance capabilities. The certification also positions CP PLUS as a trusted partner for organizations that require compliance with national standards for security technology in government, critical infrastructure, and commercial applications.

Quote: "At CP PLUS, we believe in delivering technology that not only leads the industry but also empowers our country to meet its security challenges head-on. Achieving the ER IoTSCS STQC certification is a testament to our unwavering commitment to excellence in security technology. It assures our customers that they are investing in products that meet the highest benchmarks of performance, safety, and quality."



SOULFLOWER EMERGES AS A MARKET LEADER IN PREMIUM HAIR OIL SEGMENT ON BLINKIT

Established in 2001, Soulflower has been a pioneer in driving India's beauty and wellness revolution.

Soulflower, India's first farm-to-face brand, has achieved a remarkable feat, outperforming established giants to become the leading player in the premium hair oil segment on Blinkit. According to the latest report released by Blinkit, Soulflower holds a commanding 33 per cent of the revenue share, surpassing competitors like Hamdard (20 per cent) and Mamaearth (16 per cent). With the premium segment contributing 16 per cent to Blinkit's overall revenue, Soulflower's dominance is a testament to its unwavering commitment to quality, innovation, and customer trust.

Soulflower has carved out a unique niche for itself by gaining a significant share of sales in the small packs (upto 250 ml) segment. Additionally, Soulflower's strong organic visibility on Blinkit, second only to Parachute, highlights its brand recognition and customer trust.

"Soulflower has always been at the forefront of innovation and our partnership with Blinkit is a testament to that. As one of the first beauty brands to embrace e-commerce, we've become India's New Tel (oil) for Gen-Z and Gen-Alpha. Thanks to Blinkit, we are able to reach a large segment of our customers in just ten minutes. It



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**MR BALAJI NR, Director - Tasktel
Technologiees Pvt Ltd**

brought us closer to our consumers and, enabled us to solve their hair and skin problems at the soonest possible. It's incredibly gratifying to see our premium hair oils leading the segment on Blinkit, outperforming both established and emerging brands," says Natasha Tuli, Co-Founder & CEO, Soulflower.

Soulflower has secured a notable presence in high-demand regions with Delhi NCR accounting for the lion's share of the total category revenue, followed by Mumbai, Bengaluru, and Chennai. With its widespread reach and visibility on Blinkit, Soulflower has successfully positioned itself as a preferred choice for premium hair oil consumers.

"We're thrilled to see Soulflower emerge as a leader in the premium

hair oil segment. Our commitment to using farm-fresh ingredients like rosemary, amla, onion, jasmine, tea tree, olive, and castor has resonated with consumers. It's a testament to our dedication to providing natural, effective solutions. As a co-founder, it's incredibly rewarding to see our vision of natural beauty come to life," adds Ms Tuli.

Established in 2001, Soulflower has been a pioneer in driving India's beauty and wellness revolution. The brand witnessed the transformative power of e-commerce and now, the rapid rise of quick-commerce. By embracing new channels, Soulflower has not only adapted to the changing retail landscape but has also emerged as a leader in the natural and organic beauty space.

"Soulflower has solidified its position as India's leading brand for hair and skincare. We're proud to be the world's largest seller of Rosemary Essential Oil and a pioneer in the organic Farm-to-Face landscape. With over 15 million products sold and a global presence spanning India, KSA, UAE, USA, Japan, Singapore, Australia, and the UK, we've earned the trust of millions of customers. Our growth is driven by our core values of happiness, love, gratitude, and compassion," concludes Ms Tuli.

Website: <https://www.soulflower.in/>

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Instagram - soulflowerindia - <https://www.instagram.com/soulflowerindia/>



NIPPON PAINT EARNS 2024 OUTLOOK BUSINESS AWARD, FOR SUSTAINABILITY IN AUTOMOTIVE PAINT TECHNOLOGY



Nippon Paint India, Auto Refinish Division, has been awarded the Outlook Business Spotlight Achievers Award 2024 for its outstanding contributions to Sustainability in Paint Technology. This recognition highlights Nippon Paint's dedication to driving sustainable practices and offering innovative, eco-friendly solutions in the coatings industry.

The award acknowledges Nippon Paint's efforts to address the growing demand for environmentally responsible products and processes. By consistently developing technologies that enhance efficiency and sustainability while reducing environmental impact, the company has set new benchmarks in the industry.

Over the years, Nippon Paint has introduced several groundbreaking sustainable initiatives. These include waterborne systems and low-VOC products that comply with stringent environmental regulations. The company has also developed solutions that lower energy consumption in body shops, making operations more sustainable for OEMs and dealers. Additionally, Nippon Paint has pioneered advanced technologies like self-healing coatings, super hydrophobic coatings, and antimicrobial solutions, opening new possibilities for sustainable applications.

Outlook Business Magazine Group, known for spotlighting exceptional achievements across industries, recognized Nippon Paint for setting a high standard

in eco-friendly practices within automotive aftermarket paint. The selection process involved a detailed evaluation of nominees based on criteria such as innovation, environmental impact, and alignment with sustainability goals.

Commenting on the achievement, Mr. Navin Chawla, GM - Sales at Nippon Paint India, Auto Refinish Division, said: "This award is a proud moment for us and reflects our commitment to sustainability and innovation. At Nippon Paint, we believe that creating environmentally responsible solutions is not just a necessity but an opportunity to lead by example. This recognition motivates us to continue expanding possibilities in sustainable paint technology."

Nippon Paint's sustainability efforts extend beyond product innovation. The company is actively seeking OEM partnerships to achieve carbon emission reduction in body shops and look at new ways to improve business and environmental sustainability.

The Outlook Business Spotlight Achievers Award celebrates organizations that excel in innovation and sustainability. Nippon Paint's recognition in this category reinforces its leadership position in the coatings sector and highlights its role as a pioneer in sustainable practices.

With over 140 years of expertise, Nippon Paint is a global leader in coatings technology, offering solutions across automotive refinishing, industrial coatings, decorative paints, and more. The company remains committed to delivering high-performance products while advancing sustainability and innovation across all its operations.



HIL: A LEGACY OF LEADERSHIP AND INNOVATION

The 10th Edition of the Outlook Business Spotlight - Achievers Awards 2024 shone a well-deserved spotlight on HIL and its commitment to innovation & excellence in the buildings & construction industry. Recognized as the "Legacy Leader in Building Material Solutions," The award was received by its MD & CEO, Akshat Seth. Below are excerpts from a candid interview with Akshat Seth at the awards venue, where he shared insights into HIL's transformation journey, the pivotal role of technology, and the challenges ahead.

ON DRIVING TRANSFORMATION How has HIL contributed to the industry in the past few years? Could you share some highlights?

The past two years have been instrumental in driving excellence and transformation that will resonate over the next 10-20 years. Our efforts have centred on creating a forward-

looking enterprise that is adaptable to change while fostering a culture of innovation and sustainability. We've worked on embedding efficiency and productivity into our processes while maintaining an unwavering focus on delivering high-quality products.

ON THE ROLE OF TECHNOLOGY IN DRIVING CHANGE How has technology contributed to HIL's evolution, and what role does it play in driving industrial change?

Technology has been a cornerstone of our transformation journey as we work toward creating a digital-first enterprise. With 32 manufacturing plants across the globe, we have implemented an aggressive manufacturing excellence program. Here, Industry 4.0 technologies are pivotal, enabling us to enhance efficiency, productivity, and product quality.

We're leveraging advanced digital tools and analytics to foster better

engagement within our teams, ensuring a unique and collaborative culture.

ON ANTICIPATED CHALLENGES AND PLANS TO ADDRESS THEM What challenges does HIL anticipate in the coming years, and how do you plan to address them?

The pace of change in today's world is unprecedented, whether it's geopolitical shifts, evolving competitive landscapes, or technological advancements. However, the most significant challenge is the rapidly changing consumer preferences. We are addressing this through several focused themes:

- **Sustainability and Innovation:** Particularly in our European and North American operations, we're pioneering products like Modular 1, a PVC-free design flooring solution. This product not only reduces environmental impact but also supports sustainable construction practices.
- **Consumer Engagement:** The construction industry has historically seen minimal engagement with end consumers. However, as the trend of active consumer involvement in space-building grows, we're aligning our products and services to connect with consumers in real time.
- **Differentiation Through Innovation:** The industry is cluttered, and differentiation is key to standing out. Our focus on a strong innovation pipeline ensures we create unique products and experiences that resonate with our customers. By investing in cutting-edge research & development, we aim to secure our right to win in the years ahead.

LOOKING AHEAD

As Akshat Seth aptly noted during his interview, "Success in the building materials industry hinges on our ability to adapt, innovate, and connect meaningfully with our stakeholders." With a strategic focus on sustainability, consumer engagement, and innovation, HIL is not just navigating change but leading it.



SHAPING AN INDUSTRY

Pranav Bansal, MD & CEO, Bansal Wire Industries Limited

On 21st December 2024, at the prestigious Shangri-La Eros in New Delhi, Bansal Wire Industries was awarded the 'Outstanding Contribution to Wire & Cable Industry' Award at the Outlook Business Spotlight Achievers' Awards 2024. The award was presented by Mr. Shehzad Poonawalla, National Spokesperson for the Bharatiya Janata Party (BJP), and it was a moment of great pride for me as well as for all those who are associated with Bansal Wire Industries.

Since its inception in 1985, Bansal Wire has grown to become India's largest stainless steel wire

manufacturer and the second-largest steel wire producer by volume. This journey has been marked by countless challenges and milestones but what has remained constant is our commitment to innovation, quality, and customer satisfaction. My vision has always been to create a company that leads in its field and sets new benchmarks for the industry.

One of the defining moments in my professional journey was expanding our manufacturing capacity by 2.5 times. This move allowed us to meet the growing market demands and diversify our product portfolio with speciality wire products. Another pivotal

decision was listing Bansal Wire on the stock exchange. The stellar debut at the National Stock Exchange (NSE) with shares listed at a 39% premium was a testament to the trust and confidence our stakeholders have in us.

We have successfully managed the variabilities of the market, adopted new technological innovations, and broadened our product range to address the changing demands of our clientele. With a production capacity of 72,176 MTPA for stainless steel wire and 206,466 MTPA for steel wire, we are proud to hold a 20% market share in stainless steel wire and 4% in steel wire. Our success is built on the trust and support of our 5,000 customers across diverse sectors, including automotive, engineering, and infrastructure.

Presently, our product line comprises an extensive selection of wires that serve sectors including agriculture, construction, and manufacturing. We manufacture over 3,000 SKUs, the highest amongst all steel wire manufacturers in India, with sizes ranging from as thin as 0.04 mm to as thick as 15.65 mm. Every item embodies our steadfast dedication to quality and excellence.

To all aspiring entrepreneurs and emerging leaders, my advice is simple: stay true to your vision, embrace challenges, and continually commit to learning. Success should not be seen as a destination but as a journey of continuous improvement and adjustment. Surround yourself with people who inspire you, open your mind to new ideas, and stay focused on delivering value to your customers. Remember, the key to long-term success lies in staying committed to excellence and maintaining integrity in everything you do.

I feel grateful for all the people who have been a part of the Bansal Wire Industries story while reflecting on our journey and this incredible accolade. This award is a recognition of our past success and a reminder of the bright future ahead of us.



DR VIKRAM PRATAP SINGH'S VISIONARY LEADERSHIP: AN ANSWER TO DIAGNOSTIC NEED OF MODERN INDIA



Tirupati Diagnostics and labs has redefined diagnostic care in today's modern India. The brainchild of Dr. Vikram Pratap Singh, a leading radiologist with an MD in Radiology and advanced fellowships from Harvard and Medanta, the organisation stands as a testament to his passion for improving diagnostic accuracy and healthcare reachability in India. Dr. Vikram Pratap Singh's expertise in advanced body and musculoskeletal imaging has been pivotal in shaping the company's reputation for precision and excellence. With Mrs. Preeti Singh as the co-director, Tirupati Diagnostic combines a patient- and human-centric approach to healthcare, ensuring sensitivity to the needs of underserved communities.

Commitment to Quality: Precision and Innovation
Guided by the mantra "Passion for diagnostic excellence" and "Compassion for patient sentiment," Tirupati Diagnostic operates state-of-the-art facilities equipped with advanced technologies like MRI, CT, high-end ultrasound, Doppler, mammography, fibroscan and biopsies, etc. These are complemented by premium reporting from super-specialized radiologists, ensuring 100%

diagnostic accuracy. Tirupati Diagnostic is the first and only diagnostic center in its region to adhere to NABH norms, setting a new standard for quality in Tier 2 and 3 cities. By demonstrating that a patient-centric approach can thrive in healthcare-deprived areas, the company has challenged the status quo, proving that excellence always outshines aggressive marketing strategies.

Expanding Healthcare Access: Reaching Underserved Communities Across India
Founded with the vision of bringing premium diagnostic services to health-deprived and densely populated areas, Tirupati Diagnostic has made a significant impact in regions such as Palwal and Mewat in Haryana, and parts of Uttar Pradesh and Rajasthan. By serving over 2,000 patients monthly, the company has become a lifeline for communities with limited healthcare access. Mobile diagnostic units and home sample collection services further extend the company's reach, ensuring convenience and accessibility.

A Patient-First Philosophy: Ensuring a Seamless and Compassionate Experience
Tirupati Diagnostic's patient-first philosophy underpins every aspect

of its operations. With online appointment booking, quick test results, digital report delivery, and transparent pricing, the company prioritizes convenience and trust. Its Google rating of 4.8, supported by over 1k organic online reviews, speaks volumes about the quality and satisfaction experienced by patients. Mrs. Preeti Singh's leadership brings an empathetic dimension to the business, emphasizing responsiveness to the needs of underserved individuals. Her approach ensures that compassion and sensitivity remain integral to the company's success.

Looking Ahead: Continued Growth and Innovation in Diagnostic Care
Tirupati Diagnostic's future plans include expanding into more underserved regions, introducing specialized tests, and further integrating advanced technologies such as artificial intelligence. The focus remains on maintaining its reputation for quality and patient-centric care while continuing to set new benchmarks in the diagnostic sector. By blending cutting-edge technology, compassionate care, and quality, Tirupati Diagnostic has redefined the dynamics of diagnostic services. With a proven track record of excellence, the company is poised to remain a leader in India's healthcare revolution.

REVOLUTIONIZING LEARNING: SATYAM ROYCHOWDHURY'S VISIONARY IMPACT

Satyam Roychowdhury, the Founder & Managing Director of Techno India Group, and the Chancellor of Sister Nivedita University and Techno India University, Tripura is one of the great minds behind revolutionising the educational landscape of West Bengal, and India at large



He is a man who has devoted four decades of his life to paving the path for millions of young minds to find the light towards their dreams. His greatest strength is his exceptional ability to accomplish extraordinary feats with remarkable simplicity. A visionary in persistent pursuit of excellence, what makes him stand apart from his contemporaries is his vision to bring about social equality through the spread of education. Mr. Satyam Roychowdhury has been presented with the Outlook Business Spotlight Achievers Award 2024 for his outstanding contribution in the field of education.

A man of myriad interests, he is an ace entrepreneur who has a feather on his hat of being one of India's 100 Greatest Leaders of All Time, and is also a passionate connoisseur of art and culture, an author with

several bestsellers to his name, and a notable philanthropist. Mr. Roychowdhury is the first Indian to have been conferred with the title of Honorary Academician as a Maecenas (Patron of the Arts) by the Albertina Academy of Fine Arts of Turin, Italy.

The journey of this man, and the empire he has built, has been an incredible one – it is a story of passion, hard work and determination. Back in the early 1980s, a dearth of private engineering colleges in West Bengal compelled meritorious students to relocate to other states for higher studies. This caused a massive brain drain of the state, and Bengal was totally oblivious to computer literacy at that time. Mr. Roychowdhury alongwith his elder brother, realised the immense potential of computer education, as they could foresee

that the professional life of the new generation would substantially be dependent on the application of computer in day-to-day life. They felt the strong urge to save the state from losing its academic cream. After crossing several hurdles, in 1984, they opened the first computer training centre in their hometown in Chinsurah, Hooghly. That was the birth of the Institute of Computer Engineers, India – the bedrock of Techno India.

Over four decades, Techno India Group, one of the largest educational conglomerates in India, has played a pivotal role in creating an equitable, dynamic, and future-ready structure, and educational ecosystems that cater to diverse learning needs – an evolution that will transform education from a traditional, static experience to a flexible, dynamic journey.



A BLEND OF ENGINEERING, INNOVATION AND TECHNOLOGY, PROMISING QUALITY CONSTRUCTION AND ROBUSTNESS. UNDERSTANDING HAACE

Integrating experience and expertise as the core and executing with precision requires early and transparent planning, prioritizing quality over price and longevity over speed.

Can you tell us about HAACE and what sets it apart in the construction industry?

HAACE is a construction company that stands at the intersection of design, engineering, and quality. What sets us apart is our unwavering commitment to achieving and surpassing the aspirations of every design. At Haace, we don't just build; we refine and perfect, ensuring that every project we undertake exceeds expectations and leaves a lasting impression. At HAACE, we view design and engineering as two sides of the same coin. Our approach begins with deeply understanding the vision behind a design and then meticulously engineering every detail to bring that vision to life. Our team is relentless in exploring new methods, materials, and technologies to ensure precision and innovation in every project.

How does HAACE see design, and what role does it play in your projects?

At HAACE, we see design as the soul of every project. It's the starting point that captures the vision, aspirations, and potential of a space. For us, design is not just about aesthetics—it's about creating a seamless fusion of form, function, and innovation.

HAACE
— Contract —
Build anything, anywhere



We believe that great design deserves equally great execution. That's where technology and craftsmanship come into play. We use cutting-edge tools, advanced construction techniques, and innovative materials to bring designs to life with unparalleled precision. At the same time, we honor the art of craftsmanship, ensuring every detail is executed with care and skill.

This balance of technological innovation and artisanal expertise allows us to preserve and enhance the original design, transforming it into something that is not only visually stunning but also functional, durable, and meaningful. Every design tells a story, and our role is to ensure that story is not only

preserved but elevated during execution. We approach design with profound respect, treating it as a guiding principle while adding our expertise to perfect and enhance it. This collaboration between design and engineering is what allows us to create spaces that are not only visually striking but also enduring, functional, and meaningful.

Q. Costing seems to be a big challenge in the design industry. Projects often look perfect on paper, but execution costs spiral out of control, creating a huge gap. How does HAACE handle this?

It is a pain point for everyone because our industry doesn't accept feedback very easily. When a project comes to us and we study it at the initial stage, we always request a vetted BOQ along with the drawings. Just in case that document isn't ready yet, using our experience and knowledge, we rightly guide clients and architects and bring them to a very precise estimate. In case they have any wrong notion or estimate in their minds already as per HAACE standards. And once on board, we prepare in length and detailed BOQ, which has a break up and acts like a holy book to abide by.

This is the most transparent and accurate way to derive costing right at the start of the project so timelines and decisions aren't delayed, and the client himself is in a very comfortable position throughout the journey.

Q: Technology and innovation are clearly integral to HAACE's approach, especially in infrastructure projects. But executing such complex projects also requires skilled personnel. How



does HAACE ensure it has the right team to deliver on its vision?

No matter how advanced the technology or how innovative the design, it's the people who bring it all to life. At HAACE, we place a huge emphasis on building a team of highly skilled professionals who are not only experts in their fields but also share our commitment to quality and innovation.

We invest heavily in training and development to ensure our staff stays ahead of industry trends. Whether it's mastering new construction techniques, understanding cutting-edge tools, or refining traditional craftsmanship, we believe in empowering our team to excel.

For infrastructure specifically, we assemble multidisciplinary teams that include engineers, project managers, and skilled tradespeople, all of whom work in sync to tackle the unique challenges these projects present. This collaborative approach ensures that every aspect—from planning to execution—is handled with precision and expertise.

In short, our team is the backbone of HAACE. Their skill, dedication, and passion for excellence are what enable us to take ambitious designs and turn them into reality, no matter how complex the project.



Q. How does HAACE approach timelines? In construction its often a key consideration?

That's such an important question, and it's something we approach with a lot of care and respect. At HAACE, we don't just see our projects as tasks to complete; we see them as works of art that require skill, precision, and mastery. And like any great art, it takes time to do it right.

We understand that every project is unique. Simpler projects may have shorter timelines and can be delivered faster without compromising on quality. But for projects that require a higher degree of craftsmanship and complexity, we believe in respecting the time it takes to achieve perfection.

Our focus is always on the outcome, on ensuring that what we

deliver not only meets but exceeds the original vision. Rushing that process can lead to compromises, and that's something we simply don't do. Instead, we maintain open and transparent communication with our clients, helping them understand the time required and why it's essential for delivering the quality they deserve.

It's not about neglecting timelines; it's about aligning them with the reality of what's needed to create something extraordinary. We see it as a partnership with our clients, where trust and understanding allow us to craft something truly remarkable together.

We believe that when quality is the goal, the time spent is always worth it.

Q: If there's one message, you'd like people to take away about HAACE, what would it be?

HAACE is more than just a construction company; it's a platform where two parties of equal stature and sharing similar vision join hands. Where aspirations are crafted into reality. We invite everyone to experience the HAACE difference—where design, engineering, and quality converge to create something truly exceptional.



VIVE COSMETICS: PIONEERING SUCCESS FOR SMALL STARTUPS IN SKINCARE AND HAIRCARE

Prerna Singla is Empowering the Rise of Emerging Beauty Brands

In today's rapidly growing beauty and personal care market, emerging brands face numerous challenges, from high production costs to navigating complex regulations. Vive Cosmetics, a leading third-party manufacturer based in Mohali, Punjab, is reshaping the landscape for startups and small businesses with its innovative, client-centric approach.

At the heart of Vive Cosmetics' mission lies a vision to empower budding entrepreneurs. By offering scalable and sustainable manufacturing solutions, the company provides emerging brands with the tools to succeed in a competitive market. Unlike traditional manufacturers that require large order volumes, Vive Cosmetics breaks the mold with low Minimum Order Quantities (MOQs). This unique feature enables startups to test products with minimal risk, reducing financial barriers and encouraging innovation.

Vive Cosmetics specializes in an extensive product range, from skincare and haircare to Ayurvedic solutions and personal hygiene products. The company's comprehensive portfolio includes hydrating creams, anti-aging serums, and dermatologist-approved formulations, catering to diverse consumer needs. Each product is tailored to reflect the client's vision, thanks to Vive Cosmetics' robust customization



and private-labeling capabilities. From product formulation and packaging design to regulatory compliance, the company ensures a seamless, end-to-end service experience.

The driving force behind Vive Cosmetics is Managing Partner Prerna Singla. With over a decade of expertise in the manufacturing industry, Prerna combines operational excellence with a deep understanding of market trends. Her leadership ensures that Vive Cosmetics remains agile and innovative, helping startups craft high-quality, differentiated products.

Startups particularly benefit from Vive Cosmetics' focus on research and development. Whether it's clean beauty formulations, herbal solutions, or cutting-edge technologies, the company empowers brands to deliver unique products that

resonate with modern consumers. Additionally, personalized attention and quick turnaround times ensure that clients receive unparalleled support throughout their journey.

Beyond product creation, Vive Cosmetics acts as a partner in success. By handling the complexities of manufacturing, startups can concentrate on their core strengths—marketing and distribution. This synergy enables small businesses to thrive in a fast-evolving industry.

In essence, Vive Cosmetics is more than a manufacturer; it is a catalyst for entrepreneurial dreams. By providing affordable, innovative, and reliable solutions, the company is bridging the gap between ambition and achievement. For startups in the beauty and personal care industry, Vive Cosmetics is not just a service provider but a trusted partner in their growth journey.

CAPTIVATING STORYTELLING FOR -HIGH TECH INDUSTRIES: HOW ZAMUN IS REWRITING TECH MARKETING

Tech. It's fast-paced, innovative, and constantly evolving. But when it comes to marketing these groundbreaking products, something's been consistently off. Many tech companies find themselves stuck with marketing that just doesn't get them. It's either too generic, too focused on features rather than benefits, or worse, completely misses the mark on understanding the underlying technology. They needed a new approach, a team that spoke their language. Enter Zamun.

Zamun was born from this very frustration. The founders recognized a gaping hole in the market: tech companies needed marketing that was as sophisticated and cutting-edge as their products. They weren't just selling gadgets or software; they were selling solutions, innovation, and a vision of the future. And that required a marketing approach that went beyond surface-level buzzwords.

So, what makes Zamun different? It boils down to a core philosophy: deep technical understanding paired with exceptional creative execution. They don't just take your product description at face value. They dive deep, dissecting the technology, understanding its nuances, and identifying its true value proposition. This allows them to craft marketing narratives that resonate with tech-savvy audiences.

We have firmed Zamun to help companies Engineer their Influence by helping customers explain the technology and benefits of their solutions. We help them go up the Marketing RAMP, by Realizing their Desire, Action their Intent, Master the use and Promote to others



Manish Sinha, Founder and CEO.

Forget vague marketing speak. Zamun champions in-depth technical explainers. They believe that truly engaging a tech audience means providing them with the information they crave. Think clear, concise explanations of complex concepts, presented in a way that's both informative and engaging. This isn't about dumbing things down; it's about making complex technology accessible.

But technical expertise alone isn't enough. Zamun understands the power of visuals. They combine their technical prowess with stand-out design, creating marketing materials that are not only informative but also visually stunning. Think sleek graphics, impactful videos, and a consistent brand aesthetic that reflects the innovative nature of their clients.

Beyond content creation, Zamun focuses on positioning their clients as thought leaders in their respective fields. They help them establish a strong online presence, build a loyal community, and become go-to resources for information and

insights.

And of course, no modern marketing agency would be complete without a strong social media game. Zamun meticulously crafts and executes social media promotions and campaigns, ensuring that their clients' messages reach the right audience at the right time. They understand the nuances of each platform, tailoring their approach to maximize engagement and drive results.

By the 3rd quarter of 2024, they had executed on end-to-end experience designing of India Mobile Congress, the biggest telecom event in India. Other clients now range from a global Enterprise AI company to one of the biggest manufacturers of conductors and a listed EV charger manufacturer to one of the biggest telecom network providers in India.

In a world where technology is constantly reshaping our lives, Zamun is providing the marketing expertise that tech companies desperately need. They're not just selling products; they're telling stories, building communities, and shaping the future of tech marketing.





CULTIVATING A GREENER TOMORROW: ALGAENERGY INDIA'S TRANSFORMATIVE ROLE IN SUSTAINABILITY

MicroAlgae Solutions India Pvt Ltd, a subsidiary of AlgaEnergy Spain, stands at the forefront of sustainable innovation in agriculture, driven by the visionary leadership of Debabrata Sarkar, CMD-India and President -Asia Pacific. The company exemplifies a unique blend of advanced scientific research and environmental stewardship, showcasing the vast potential of microalgae to tackle pressing global challenges. Founded with a commitment to sustainability, MicroAlgae Solutions has embarked on a transformative journey, viewing challenges as opportunities for growth. This mindset is particularly relevant in today's agricultural landscape, which is undergoing significant changes due to climate change and evolving policies. The COVID-19

pandemic tested the company's resilience, yet it emerged as a model of adaptive leadership, further solidifying its mission of promoting sustainable agricultural practices. Microalgae, often referred to as "green gold," plays a crucial role in the company's innovative offerings. These microorganisms excel in carbon sequestration and nutrient-rich biomass production, providing sustainable alternatives to conventional farming methods. By leveraging microalgae, AlgaEnergy India fosters an ecosystem that benefits farmers, consumers, and the environment alike, redefining agricultural practices and instilling an eco-conscious mindset among stakeholders. Debabrata's leadership is marked by compassion and strategic foresight. He not only guides the company but also inspires its members, exemplified by the

partnership with the KREPL Group to form AGMA Energy, aimed at advancing sustainable energy solutions. This collaboration highlights Debabrata's ability to forge impactful partnerships that facilitate meaningful change, focusing not just on business metrics but on the broader societal impact of sustainable practices.

The recognition garnered by MicroAlgae Solutions underscores its innovative journey. Scientific journals, such as the IOSR Journal, have validated the role of microalgae in wastewater treatment, while Forbes India has highlighted its transformative influence on agriculture. The company's pioneering efforts have been celebrated by platforms like Achievers World, Agriculture Today, and TEDx, emphasizing its commitment to sustainable technology and eco-agriculture. Media outlets, including Fortune India, India Today, Business Today, Economic Times and Business World, have chronicled its strides toward igniting a bio-revolution in India.

Beyond technology, MicroAlgae Solutions actively engages with local communities, fostering education and awareness about sustainable practices. By empowering farmers with knowledge and resources, the company reshapes agricultural norms and enhances food security, creating a culture of sustainability that resonates at the grassroots level.

Looking ahead, Debabrata's envisions making MicroAlgae Solutions(AlgaEnergy India) a great place to work, cultivating an environment of innovation and collaboration. As the world grapples with sustainability, MicroAlgae Solutions exemplifies how dedicated leadership and innovative practices can lead to a greener future. Its journey serves as a reminder that ecological balance and agricultural resilience are attainable goals, paving the way for harmonious coexistence between agriculture and the environment.

EVERYONE PLAY: BRIDGING INDIA'S STORY TO THE WORLD



Everyone Play has been honoured with the Global Reach Award at the Outlook Business Spotlight Achievers Awards 2024. The prize recognises the media company for its ability to present the multifaceted stories of the Indian subcontinent to a global audience in an engaging and insightful manner.

Founded by Mrigakshi Shukla, an award-winning journalist and filmmaker, Everyone Play invites audiences across the world to explore a region full of complexities and diverse narratives while maintaining a sense of warmth and lightness that is deeply rooted in the culture.

Mrigakshi's background in journalism has taught her how to tell regional stories to a global audience. Her extensive portfolio includes producing breaking news, news segments, features, and documentaries that tackle pressing topics such as climate change, biodiversity loss, health crises, technological innovations and challenges, social issues, and geopolitical tensions. With over two decades of experience working with renowned media organisations like the BBC, CNN, CBC, Swiss

networks, and Al Jazeera, she has produced impactful news stories, segments, and documentaries that address critical issues facing the Indian subcontinent today. Her accolades include the New York Film Festival Awards and the Canadian Hillman Prize.

Receiving the Global Reach Award marks a major achievement for Everyone Play. As Mrigakshi explains, "The name Everyone Play reflects our commitment to inclusivity; 'Everyone' represents our efforts to amplify diverse voices and stories, particularly those of the unheard, while 'Play' signifies creativity, lightness, and warmth."

This approach has given the media company a distinctive edge that resonates with its brand identity. It also encourages digital audiences to engage more actively in the storytelling process. By prioritising community involvement and collaboration, the company and its clients create environments where viewers are invited not just to consume content but also to share their own voices and perspectives. This sense of collective ownership transforms traditional viewing into meaningful participation, fostering a deeper connection between

storytellers and their audience.

For businesses, NGOs, global organisations and content creators, the team also builds new formats, provides communications and advisory services on engaging the public - helping them to build meaningful and lasting relationships with their audiences.

As Everyone Play continues to carve its niche in the media landscape, its dedication to inclusivity and innovative storytelling remains at the forefront of its mission. The recognition received through awards like the Global Reach Award serves not only as validation of their efforts but also as inspiration to push boundaries further.

Looking ahead, Everyone Play is poised to expand its reach and impact, continually adapting to the evolving media landscape while remaining true to its core values. As they explore new formats and platforms, their focus will remain on creating meaningful connections between storytellers and audiences around the world. In doing so, Everyone Play not only bridges India's stories to a global audience but also enriches the global narrative with the vibrant voices of its people.



PLUTOSONE: LEADING THE FINTECH REVOLUTION WITH AWARD-WINNING EXCELLENCE



PlutosONE, a trailblazing fintech startup, has been granted the esteemed Financial Startup of the Year Award 2024. This recognition highlights the business's steadfast dedication to quality and creativity in revolutionizing payment infrastructures. plutosONE, which was founded in February 2022 by Rohit Mahajan and Rajjat Gulati, has completely changed how banks use technology to improve customer experiences and expedite business processes. plutosONE has quickly become a major player in the fintech sector since its founding. NPCI (RuPay, UPI, BBPS), Visa, HDFC Bank, and Kotak Mahindra Bank are among the top financial institutions that trust plutosONE, which is establishing a new benchmark for customer-focused banking solutions. plutosONE's innovative founders are responsible for its success. With more than 20 years of experience in digital payments, Rohit Mahajan has played a key role in establishing partnerships with more than 40 well-known banks, such as SBI, ICICI Bank, and HDFC Bank. The company's impressive growth trajectory has been boosted

by the strategic expertise of his partner, Rajjat Gulati.

Important Aspects of plutosONE's Achievement

plutosONE offers customized banking solutions with an emphasis on technology integration, process optimization, and client involvement. Its individualized approach guarantees seamless and effective services, encouraging client loyalty and happiness. plutosONE has established itself as a reliable partner in banks' expansion by helping them maintain their competitiveness in a changing digital environment.

Bharat Bill Payment System (BBPS) leadership

plutosONE, the newest authorized BBPS Technology Service Provider (TSP) in India, is transforming the ecology surrounding bill payment. By providing efficient Biller Solutions, the business lessens the operational strain on financial institutions by streamlining procedures including onboarding, settlements, reimbursements, and customer support. Through consumer-centric APIs, plutosONE also improves

customer experiences by facilitating effective chargeback control and guaranteeing smooth bill payment processes.

Excellence in Conversational AI

The AI-powered platforms from plutosONE, such as WhatsApp, offer an intuitive user experience that makes financial services more accessible. Advanced natural language processing (NLP) is used by these systems to manage high transaction volumes with ease, guaranteeing stability and effectiveness even during periods of high usage. plutosONE guarantees precise, real-time interactions that improve client satisfaction by incorporating conversational AI into banking procedures.

Programs for Engagement and Incentives

With partnerships with more than 10,000 online and offline businesses, Puttys ONE runs the biggest incentive platform for banks and networks in India. By providing rewards that may be customized for different kinds of transactions, this platform promotes the increased use of digital payment methods.

Creative Collaborations and Product Development

plutosONE's partnerships include FASTag integration, cross-border payment solutions, and creative products that make use of India's digital infrastructure. Its emphasis on rural markets guarantees accessibility and financial inclusion. plutosONE continues to play a crucial role in promoting technological innovation and financial inclusion as India's fintech sector flourishes. plutosONE not only tackles today's issues but also establishes industry standards by fusing data-driven insights with innovative solutions.

PANCHTATVA ADVERTISING: LEADING THE WAY IN CREATIVE AND STRATEGIC COMMUNICATION

Advertising Agency of the Year: A Testament to Success at the Outlook Business Spotlight Achievers Awards 2024

Panchtatva Advertising was started by Mr. Sanjay Narayan Singh 24 years ago when the world of communication and advertising was taking a turn. Panchtatva has excelled in the journey from traditional communication methods to the digital revolution.

In simple terms, Panchtatva Advertising is not just an advertising agency but a strategic partner in creating meaningful connections through powerful communication. As an INS accredited agency headquartered in Delhi, Panchtatva Advertising is recognized as one of India's fastest growing multimedia agencies with a strong presence in Mumbai, Ahmedabad and Lucknow. Panchtatva Advertising's job is to transform the client's vision into an impactful reality.

Earlier, Prime Minister Shri Narendra Modi himself has honored Panchtatva for the excellent logo of International Yoga Day. It is known that Panchtatva had taken the responsibility of the Modi government's Vikasit Bharat Sankalp Yatra, in which the Prime Minister himself participated in Varanasi.

This agency has implemented ambitious programs like Saurashtra Tamil Sangamam, which was praised by the Prime Minister through a tweet. Panchtatva, which handles advertising for the



Government of India and various ministries of the Government of India, also does big brand campaigns for many big industrial houses.

Recently, in the presence of famous personalities, the Advertising Agency of the Year award was given to Panchtatva Advertising, Delhi. This award was received by Mr. Sanjay Narayan Singh, the proprietor of Panchtatva. Panchtatva Advertising has set an example by earning two times the turnover this year compared to last year.

Panchtatva Advertising is currently organizing events like digital exhibitions for many important ministries and departments of the government in Maha Kumbh and is working to unite the countrymen through communication in the Maha Kumbh of unity.

Panchtatva Advertising has been

responsible for the promotion of the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana, which provides affordable medicines to the entire country, for years. This agency is like the backbone of the popularity of Jan Aushadhi.

By successfully organizing the 2024 International Film Festival Goa, Panchtatva has once again proved that it has no competition not only in planning and creative but also in on-ground events.

Panchtatva Advertising is taking many public welfare programs like Ayushman Bhava, Catch the Rain Campaign to the masses. Through excellent writing, campaigns, films, creatives, Panchtatva enters the hearts of the people and leaves a long-lasting impression.

Panchtatva Advertising, which touches new heights of success with the country's renowned and capable team, is creating new records every day.



CONSCIENT PARQ: REDEFINING LUXURY LIVING

Awarded “Best Luxury Project of the Year,” this Sector 80 masterpiece seamlessly blends architectural brilliance with nature, offering an unparalleled lifestyle of opulence and convenience.



Conscient PARQ, an epitome of opulence and architectural brilliance, has been honoured with the prestigious “Best Luxury Project of the Year” award by Outlook Group. This recognition underscores the unparalleled value and sophisticated lifestyle that PARQ offers, making it the ultimate destination for discerning buyers who seek nothing but the finest.

Nestled in Sector 80, Gurugram, Conscient PARQ stands as a masterpiece that harmoniously blends the serenity of nature with the vibrancy of urban living. Its strategic location is one of its most compelling features, situated just 2 minutes away from NH 48 and adjacent to the scenic Aravalli ranges. This unique positioning ensures that residents enjoy seamless connectivity to major hubs while being enveloped by the tranquillity of lush greenery.

In just six months, PARQ has witnessed an extraordinary appreciation in property value, with prices soaring from ₹14,500 per sq. ft. to ₹17,000 per sq. ft. This remarkable growth is a testament to the overwhelming response from buyers who recognize the unmatched value and exclusivity that PARQ offers. It has swiftly become the preferred choice for individuals who value luxury,

privacy, and convenience in equal measure.

One of the standout features of PARQ is its proximity to three operational golf courses. These world-class facilities resonate with buyers who have a penchant for refined living and an affinity for the sport. The project’s allure is further enhanced by its close proximity to essential social amenities, including top-tier schools, healthcare facilities, shopping centers, and entertainment hubs. This ensures that residents never have to choose between green living and a modern lifestyle; at PARQ, they can truly have it all.

Adding to the project’s appeal is its grand clubhouse, a true centerpiece of luxury living. Spanning an impressive 40,000 sq. ft., the clubhouse offers state-of-the-art amenities including a cafeteria, a fine dining restaurant, and a range of sports options. This exclusive retreat is meticulously crafted to provide a lifestyle of unparalleled elegance and comfort, serving as a social and recreational hub that further elevates the living experience at PARQ.

Every aspect of Conscient PARQ is designed to redefine luxury. From its meticulously planned 3 and 4-bedroom apartments to its state-of-the-art amenities, every detail reflects sophistication and

thoughtfulness. The project’s architectural design seamlessly integrates natural elements, creating a living environment that is both aesthetically pleasing and functionally superior. Expansive balconies, large windows, and open spaces allow residents to bask in the beauty of the surrounding Aravallis while enjoying the comforts of modern living.

Conscient’s unwavering commitment to quality is evident in every facet of PARQ. Partnering with the renowned Shapoorji Pallonji Group for construction, the project ensures impeccable craftsmanship and top-notch quality standards. This collaboration instils trust and confidence among buyers, further solidifying PARQ’s reputation as a benchmark in luxury real estate.

Winning the “Best Luxury Project of the Year” award is not just an accolade but a validation of PARQ’s vision to offer an extraordinary lifestyle. It reflects the trust and admiration of its buyers and the industry alike. As prices continue to rise and demand remains robust, Conscient PARQ stands tall as a symbol of luxury, making it a coveted address for those who refuse to settle for the ordinary.

For more details on this award-winning project, visit www.parq.in.



MEDTALKS IS NOT MERELY BRIDGING GAPS—IT IS SETTING NEW BENCHMARKS FOR ACCESSIBLE AND IMPACTFUL HEALTHCARE EDUCATION.

India faces significant healthcare challenges, including limited access to medical expertise, an imbalanced doctor-patient ratio, and a prevalence of unqualified advice in many regions. In the face of these systemic gaps, Medtalks, founded in 2019 by Nilesh Aggarwal, has emerged as a transformative force. What sets Medtalks apart is its commitment to democratizing healthcare knowledge. By offering digital courses and training programs, the platform supports not only doctors but also aspiring healthcare professionals and patients. With over 500,000 registered doctors and a repository of more than 10,000 medical videos, Medtalks is building a comprehensive learning platform aimed at enhancing medical knowledge and improving patient care.

The platform’s patient education vertical, MedTalks Consumer, has also made significant strides. It has developed over 10,000 articles and videos featuring top doctors,

providing reliable medical content for patients. This vertical helps over a million patients each month access legitimate and actionable healthcare information.

Medtalks goes beyond digital content by organizing various doctor meetings, conferences, roundtable discussions, and other events that promote continuing medical education (CME) and professional development. These initiatives create opportunities for knowledge-sharing and skill enhancement among healthcare professionals.

The COVID-19 pandemic further underscored the importance of Medtalks. During the crisis, the platform became a crucial source of reliable information, hosting multilingual videos and training over 200,000 healthcare professionals. Under the leadership of Dr. KK Aggarwal, Medtalks reached over 100 million patients with credible, timely information.

Medtalks is driving tangible change. Its extensive video library,

webinars, and TV shows serve as vital learning tools for both practitioners and patients. By offering regional-language content, the platform ensures that crucial health information reaches diverse communities, fostering inclusivity in healthcare education.

Nilesh Aggarwal’s vision extends beyond digital innovation. Under his leadership, Medtalks is exploring real-time doctor-patient interactions and community forums to foster meaningful discussions in healthcare. His experience as CEO of the IJCP Group and trustee of the Heart Care Foundation of India provides him with a unique perspective on leveraging technology for public health initiatives.

As Medtalks continues to grow, it is reshaping how healthcare is learned, taught, and delivered in India. By integrating expertise with innovation, Medtalks is not merely bridging gaps—it is setting new benchmarks for accessible and impactful healthcare education.





HERE'S HOW ICUBESWIRE LEADS THE CHARGE IN THE INFLUENCER MARKETING SPACE

I CubesWire, a leading ad-tech platform, has been making waves in the competitive influencer marketing space with its expertise in influencer marketing and content creation. Over 15 years of persistently breaking the mold, iCubesWire has built a legacy of game-changing campaigns for top brands such as Flipkart, Samsung, Oppo, Kotak Mahindra Bank, Dabur, Cleartrip, HealthKart, Daawat, GSK, Citroen, and more.

The company is envisioning a new future for influencer marketing with its much-lauded iCubesWire India Influencer Conclave, which has already delivered two successful editions. With more creators and advertisers than there are available impressions, the conclave bridges the gap between marketers, content creators, and industry veterans, bringing them together under one roof to drive the conversation further in the world of influencer marketing.

At the heart of iCubesWire's influencer marketing efforts is influenceZ, a tech-driven platform that simplifies the discovery of influencers, measures analytics, and optimizes campaigns. influenceZ provides data-driven insights to brands, ensuring the creation of impactful campaigns that resonate with their target audiences. By integrating AI and machine learning, the platform changes how brands and influencers collaborate.

The iCubesWire India Influencer Conclave continues to receive an overwhelming response, having brought together some of the biggest names from brands, influencers, and celebrities. Laying the foundation, Chapter 1 featured renowned personalities such as author and columnist Chetan Bhagat, actor, fitness enthusiast, and content creator Mandira Bedi, RJ and content creator RJ Kisna, Indian YouTuber and Tech influencer Gaurav

Chaudhary, and more.

The event also witnessed participation from prominent brand representatives, including Rajiv Dubey, Head of Media at Dabur, and Nitin Sethi, Chief Digital Officer at Adani, alongside major brands like MG Motors, Adani, and Cleartrip.

Chapter 2 took the conclave to a new level, inviting actor and television host Rannvijay Singha, Anaswar Rajagopal, Marketing Director, Colgate, and Anurita Chopra, Chief Marketing Officer at Haleon, and Raj Rishi Singh, Chief Marketing Officer at MakeMyTrip. The event also saw participation from leading brands such as MakeMyTrip, TVS Motors, Bajaj Capital, and Airtel.

The latest installment in Ahmedabad follows the successful chapters held in other cities and promises to be another landmark event, with notable personalities such as Sanjay Singal, Chief Executive Officer of Wagh Bakri, Hemal Vadera, Chief Marketing Officer of Varmora, and Shitiz Dogra, Associate Director of Digital Marketing at IndiGo, already confirmed from the region's marketing and social media circuit.

Sahil Chopra, Founder, CEO, iCubesWire, emphasizing the importance of the conclave, said, "We launched the iCubesWire India Influencer Conclave as a platform to bring innovation, content, and creativity together. With tools like influenceZ, we are enabling brands and creators to co-create powerful stories backed by data-driven insights. We believe in guiding this momentum to transform the way businesses connect with audiences and redefine industry standards."

iCubesWire is at the forefront of influencer marketing and has a vision to reform industry-wide standards. By shaping a community where influencers, brands, and agencies collaborate seamlessly, the company strengthens its position as a market leader with its influencer marketing-first tools, such as influenceZ, which enable brands to achieve impactful collaborations.



MALLCOM INDIA LIMITED HONoured WITH 'SAFETY LEADERSHIP AWARD' AT OUTLOOK BUSINESS SPOTLIGHT ACHIEVERS AWARDS 2024

Mallcom India Limited received the prestigious 'Safety Leadership Award' at the Outlook Business Spotlight Achievers Awards 2024. This recognition reflects an unwavering commitment to safety, innovation, and excellence in the personal protective equipment (PPE) industry.

This achievement stands as a testament to the relentless efforts of a dedicated team, visionary leadership, and trusted collaborations with customers and partners. Together, these factors have contributed to creating safer workplaces for millions of workers globally and cementing Mallcom's position as a leader in the PPE industry.

Special acknowledgment goes to the expertise and passion of the Mallcom team, whose tireless dedication drives the organization forward. The visionary leadership of Mr Ajay Kumar Mall for the last four

decades within the company has fostered a culture of excellence and continuous innovation, ensuring the delivery of cutting-edge solutions that meet the evolving needs of the industry.

As this significant milestone is



A Tribute to Innovation, Dedication, and Excellence in Ensuring Worker Safety Worldwide

celebrated, the focus remains firmly on advancing safety standards and developing solutions that empower workers worldwide. At Mallcom India Limited, sustainability is more than a responsibility—it is a core value embedded in every aspect of operations. As a global Leader in personal protective equipment (PPE), the commitment to safeguarding not only human lives but also the environment is unwavering.

Mallcom's approach to sustainability focuses on reducing environmental impact, optimizing resources, and fostering innovation to create eco-friendly solutions. This mission aligns with global goals to ensure a safer and greener future for generations to come.

Mallcom India Limited remains steadfast in its mission to safeguard lives through world-class safety solutions, continually striving to make the world a safer place, one step at a time.





KAUVERY HOSPITAL: LEADING THE WAY IN ADVANCED ONCO-SURGERY

Kauvery Hospital, emerged as "Super Speciality Hospital of the Year" at the Outlook Business Spotlight Achievers Awards 2024, has firmly established itself as a leader across multiple specialities such as Cardiology, Neurology, Nephrology, Orthopaedics, Oncology and more. Kauvery Cancer Institute has been providing best in class care in Oncology. **Dr Sujay Susikar, Senior Consultant Surgical Oncology at Kauvery Hospital Alwarpet** shares insights on the innovations in Cancer Care.



DR SUJAY SUSIKAR,
Senior Consultant Surgical Oncology

Kauvery Cancer Institute has been providing best in class care in Oncology

About Kauvery Cancer Institute

At Kauvery Cancer Institute, we have a multidisciplinary team of expert medical oncologists, radiation oncologists, and surgical oncologists. This collaborative framework allows us to provide

tailored treatment plans that address the unique needs of each patient. We also have a dedicated chemotherapy day care unit to minimize the risk of cross-infections. We also use advanced state of the art technology for radiation therapy such as the Tru Beam technology for providing radiation therapy with precision and accuracy.

Advanced Technologies in Onco-Surgery:

We have embraced advancements in minimally invasive procedures, providing robotic and laparoscopic surgeries that provide better outcomes for patients. Our facility is equipped with the 4th Generation da Vinci Robotic System, enabling us to perform minimally invasive laparoscopic surgeries. With the availability of robotic surgery, we have treated more than 150 complex



Dr Mahesh Kumar,
Medical Superintendent
taking Award of Super
Speciality Hospital of
the Year for Kauvery
Hospital Alwarpet

cancer cases in recent times.

Robotic surgery offers several key benefits that enhance clinical outcomes. It allows for fast recovery, enabling shorter hospital stays and quicker returns to daily activities. The use of smaller incisions results in minimal pain and reduced postoperative discomfort. Additionally, the precision of robotic systems minimizes damage to surrounding tissues, while also leading to less scarring, which improves cosmetic results.

Robotic surgery is particularly effective for treating various tumors, including those in the prostate, kidney, bladder, and gynaecological regions. The enhanced precision provided by robotic systems allows surgeons to operate with greater accuracy to remove cancerous tissues, minimizing damage to surrounding healthy tissues and lowering the risk of complications. Additionally, the superior visualization capabilities of robotic surgery enable surgeons to navigate complex anatomical structures more effectively, ensuring optimal outcomes.

Addressing the Burden of Cancer in India

We recognize that cancer cases in India are increasing due to lifestyle changes and environmental factors. The Indian National Cancer Registry indicates that oral, breast, and cervical cancers collectively account for over 50% of all reported cancer cases in the country. Early detection has proven to be a key factor in treating cancer. We are dedicated to tackling this public health challenge through a dual approach: promoting early detection and providing effective treatment options. Our awareness campaigns focus on screening and early detection and immunization programs.

By emphasizing prevention alongside treatment, we strive to reduce cancer risks within our communities and improve overall health outcomes. Through initiatives like community health programs and public awareness events, we aim to educate the public about the importance of early diagnosis in successfully treating cancer.

Continuous Improvement and Education

We are dedicated to continuous improvement in cancer care through ongoing education for healthcare professionals. Our institution regularly conducts workshops and Continuing Medical Education (CME) programs to enhance the skills of our medical staff. These efforts ensure that our healthcare providers remain at the forefront of advancements in oncology, ultimately benefiting patient care.

We believe that informed patients are empowered to make better decisions regarding their health. Our team provides comprehensive information about treatment options, potential side effects, and lifestyle modifications that can aid recovery. We also host support group meeting and survivor meets to help patients and their families navigate the emotional challenges associated with a cancer diagnosis. At Kauvery Cancer Institute, we are dedicated not only to treating cancer but also to supporting our patients holistically throughout their entire treatment journey.



NETWORK10 HONORED FOR OUTSTANDING AUDIENCE ENGAGEMENT AT SPOTLIGHT ACHIEVERS AWARD 2024

A Journey of Journalistic Excellence and Social Responsibility

Network10, a news and current affairs channel licensed by the Ministry of Information and Broadcasting, Government of India, has been striving to bring relevant news pieces and fulfilling its social responsibility to the best of its ability since its establishment in 2011.

Network10 provides 24-hour global news coverage, bringing the latest updates on politics, entertainment, Bollywood, sports, and more. The trusted television channel of the country bases its programming on the social fabric and the principle that the "Nation is the highest priority."

Mr Praveendra Kumar (known in the media community as 'Sanjay Giri'), Editor-in-Chief/MD, Network10, is a journalist, anchor, and debate expert with over 20 years of experience in the media industry. His versatile talent and mastery of media programming are undisputed, as evidenced by his proven track record in the news industry. He is known for his clear and concise reporting style.

His shows, such as "Charcha E Khas" and "Satta Ka Temperature," have sparked insightful discussions on politics, society, religion, and culture. Programs like "Chaupal," focusing on rural India and farmers, have earned immense popularity in rural areas, helping Network10 establish a unique identity.

Born and Raised in Roorkee, Sanjay Giri's journey from a middle-class background to leading a nationally recognized news channel is inspirational. As a law graduate, he



has deep-rooted interests in social and cultural activities. His passion for Indian spirituality and Sanatan culture has led him to promote traditional values through television.

Under his leadership, Network10 successfully organized the "Shri Ram Kripa Se Samriddhi" event on the banks of the Saryu River in Ayodhya. The event attracted several prominent saints from across the country, and it gained much appreciation. This was the first major event in Ayodhya before the Ram Lalla consecration ceremony.

Sanjay Giri's Network10 is also known for providing a platform for discussions on Indian Sanatan society, where the channel attempts to bring people of all religions together, exchange ideas, and contribute towards strengthening the nation.

On December 23, 2024, and January 10, 2025, under Sanjay Giri's leadership, Network10 organized the grand and successful "Sant Sansad and Kumbh Ka Aagaz" programs in Noida and Mumbai, attended by prestigious saints and dignitaries from across the country. The Sant Sansad included discussions on several important issues, and especially before the Maha Kumbh,

the saints invited people from around the world to attend.

Network10's unique programming stands out, with shows like "Safarnama," featuring interviews with achievers across diverse fields, and "Jeevan Sangini," highlighting inspiring stories of successful couples. These programs and Sanjay Giri's strategic vision have significantly expanded the channel's reach to states like Uttar Pradesh, Delhi, and Uttarakhand.

Recognizing its innovative approach and dedication, Network10 was honored with the Audience Engagement Award of the Year at the prestigious Outlook Business Spotlight Achievers Award 2024. This milestone underscores the channel's ability to connect with its viewers meaningfully.

The largest news broadcasters' federation representing India's electronic media also recognized Sanjay Giri's ideas and efforts. As a representative of the News Broadcasters Federation, he shared his thoughts on the challenges and future of satellite news channels with Prime Minister Narendra Modi.

Though many milestones await Sanjay Giri, his journey as a journalist continues to evolve.

LAHORI ZEERA: REVIVING AUTHENTIC 'DESI' FLAVORS FOR INDIA



Lahori Zeera emerged with a mission to bring the vibrant and authentic flavors of India's streets to people in a refreshing, flavorful form, aiming to provide a joyful and unique drinking experience.

Founded in 2017 by three cousins – Saurabh Munjal, Saurabh Bhutna, and Nikhil Doda – Archian Foods introduced the brand Lahori Zeera with a vision to revolutionize the beverage industry in India. The goal was to create better-tasting, category-defining 'desi' drinks that would appeal to both rural and urban markets across the country. Lahori Zeera emerged with a mission to bring the vibrant and authentic flavors of India's streets to people in a refreshing, flavorful form, aiming to provide a joyful and unique drinking experience.

At the heart of the brand's creation was the desire to fill a gap in the market for traditional "desi" drinks that would provide a more natural and relatable alternative to the widely popular carbonated cola beverages. With a strong emphasis on authenticity,

Lahori Zeera set out to introduce beverages that are not only inspired by India's traditional flavors but are also packed with the goodness of natural ingredients commonly found in Indian households.

Since its inception, Lahori Zeera has worked to redefine the category by offering a variety of natural-flavored drinks that resonate deeply with the everyday tastes of Indian consumers. The brand aims to showcase the richness of India's culinary heritage, using flavors that are already familiar and beloved by many, yet presented in a modern and convenient form. Whether it's the cooling taste of mint or the refreshing zing of lemon, Lahori's offerings seek to create a delightful and nostalgic experience for its customers, helping them reconnect with the flavors of their roots.

The brand's operations are led by a dedicated team of over 800

members. Saurabh Munjal, as the CEO, oversees the company's overall strategy, finance, branding, and marketing initiatives. Nikhil Doda, the COO, plays a crucial role in product development, research and development (R&D), distribution strategies, and managing the sales teams. Meanwhile, Saurabh Bhutna, as the CBO, is responsible for the company's operations, ensuring that the day-to-day activities run smoothly.

In its relatively short span of operations, Lahori Zeera has made a significant mark in the Indian beverage market, striving to offer a refreshing change with flavors that are both traditional and innovative. By reconnecting with India's diverse and rich food culture, the brand continues to attract consumers who are looking for something new, yet familiar, in their drink choices.

