

Business India

THE MAGAZINE OF THE CORPORATE WORLD

January 25 to February 7, 2021

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OPPORTUNE TIME FOR DISINVESTMENT



The processing units of **Heritage Foods Ltd** (HFL), a listed entity has been conferred

the All India National Energy Conservation Awards 2020 in the dairy sector for the effective energy conservation methods it has been using. "HFL is committed to conserving energy in all its units spread across India," said **Nara Bhuvaneshwari**, vice-chairperson & MD, while receiving the award, at a function organised virtually. "We continue to provide resources and acquire technical expertise to achieve this goal. We have set up 10.39 MW of renewable energy capacity for

our capital consumption. These units, located at Tirupati, Bayyavaram, Visakhapatnam and Bengaluru are using renewable energy to the extent of 30 per cent from our own solar and wind plants," added Bhuvaneshwari. "The evaluation period considered for these awards was 2016-20". The MD pointed out that the company had invested ₹13.25 crore at these three plants, while the savings effected were ₹1.22 crore in 2016-17; ₹53 lakh in 2017-18; ₹56.9 lakh in 2018-19; and ₹86.6 lakh in 2019-20. ♦



It was the 'extraordinary' teamwork and support of the Defence Research & Development Organisation (DRDO) that enabled **Centum Electronics** to earn its Defence Technology Absorption Award, says **Apparao V. Mallavarapu**, CMD, Centum Electronics, Bengaluru. "The scientists and engineers of DRDO supported us to deliver a state-of-the-art system of national importance," he adds. The award, handed over to Centum by Defence Minister Rajnath Singh, was in recognition of its contribution towards the absorption of critical technology in defence space systems and pioneering the development of space-grade hardware of onboard satellite-based electronic warfare payload for the Kautilya satellite mission. "We have developed many first-time technologies and processes that made realising this complex system possible," Mallavarapu says. Centum Electronics is a diversified company offering design, development and manufacturing of customised system and subsystem solutions for high-reliability applications for operating in the defence, aerospace, space, industrial, medical, transport and automotive industries. ♦

ALSACO has announced India's first patented ayurvedic anti-viral medicine – Ganjhu Vir, invented by **Rajesh Kumar Ganjhu**. "Ganjhu Vir has proved effective in multiple viral infections – from a common cold to Covid-19 – thereby showing a broad-spectrum anti-viral activity," says Ganjhu. This is India's first patented medicine developed from single plant source. "It not only enhances the body immunity but also directly



controls viral loads – making it effective against viral infections across the spectrum. After

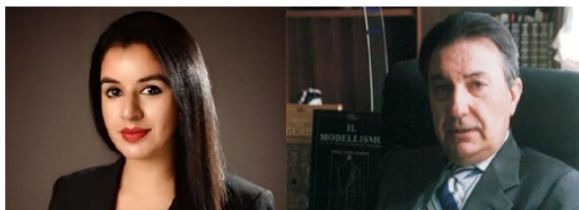
passing tests at NIMHANS, Bengaluru and Haffkine's Institute, Mumbai, it has been approved by the Ministry of Ayush, government of India. Viral pandemics are seen to be the latest scourge of humankind – and this product has come in at the right time, which could prove to be a blessing to humanity", adds Ganjhu, whose passion for ayurveda has led him to intense experiments and research, which he has been pursuing, after giving up a corporate job. ♦

Jewellers all over India need to be transformed and energised to bring in more synergies, according to **Ashish Pethe**, partner in Waman Hari Pethe Jewellers, who has just been elected chairman, **All India Gem & Jewellery Domestic Council** (GJC). "We shall strive to unite the entire industry and work towards achieving GJC's set goal of *One industry, one voice*," he says. "We shall work closely with the government and take up various issues facing the industry." The 'one voice'

objective will enable the gems and jewellery industry to project a unified approach to policy changes, he points out, adding that the organisation also wants to tackle ongoing challenges related to hallmarking, Prevention of Money Laundering Act, and other issues. Pethe, who joined his family firm after graduating in electrical engineering from VJTI and completing his MBA in marketing from Symbiosis, has been closely associated with the industry for the past 25 years. He has been the chairman of



GJC's west zone, a responsibility he will continue to handle, and has over the years successfully conceptualised and executed innovative programmes for the industry's benefit. ♦



Batul Ali, founder & CEO, **BIDA** (International Design

Academy), India, has announced the institute's exclusive

collaboration with **IMB** (Istituto Di Moda Burgo), Milan, Italy, for offering a global approach and exposure to the students. IDA will be the master franchise of IMB in India, setting up branches across the country. IDA will provide the diploma and certificate courses to Indian students. The certifications coming from IMB will be provided exclusively by IDA across India. "We ask for

attention and commitment and, in exchange, we will offer you all the instruments to join the work system," says **Fernando Burgo**, president, IMB, who is looking forward to an influx of Indian talents in this field. The collaboration would help the students to get exposure to some of the most renowned veterans, helping them get one step closer to their fashion dreams. ♦



The new normal is all about focussing on obstacles and carving a way through them, says **Mahesh Girdhar**, president, crop nutrition business,

Deepak Fertilisers & Petrochemicals Corporation Limited (DFPCL). "The Covid-19 pandemic and low mobile data cost have accelerated the adoption of e-commerce platforms even in rural regions," he says, explaining the partnership between DFPCL subsidiary **Smartchem Technologies** and agri-input e-commerce platform **AgroStar**. "Farmers, who have access to diverse choices beyond the traditional services, can now have high-quality Mahadhan products home-delivered to them." Adds AgroStar



CEO and co-founder **Sharad Sheth**: "Getting access to good quality nutrients and knowing what to use, when, and how much, are critical

for farmers to increase their yield and improve the quality of their output. This collaboration will enable broader and deeper penetration of Smartchem's products across multiple states in which we operate." This partnership will enable farmers to order high-quality crop nutrition *Mahadhan* products and get last-mile delivery of value-added, differentiated fertilisers directly. The service, available for farmers in Maharashtra and Madhya Pradesh, will be extended to other geographies, Girdhar and Sheth add. ♦



One day, three friends in Pune's industrial Pimpri-Chinchwad area were slapped with an unusually steep water bill. Getting it rectified took a lot of running around. Realising that water collection, measurement and billing were serious issues, **Shishir Thakur**, Onkar Gauridhar and Amit Deshmukh co-founded a company in 2011 to address the issue. Nine years later, their **Cranberry Analytics** works with water utility companies, using both

on-ground and online tech solutions to map water use and water efficiency across its distribution and consumption cycle. "Water conservation is a continuous process," says Thakur. "We think effective water measurement has a huge contribution to make to the conservation effort." Cranberry, which claims to be among the few organisations in India providing end-to-end services in this area, has enabled revenue growth for the water department by ensuring 100 per cent water bill distribution, boosting consumer on-boarding and reducing non-metered connections. "We are helping save about 10,000 million litres of water every year in this area alone," he says. Cranberry now plans to expand its footprint and become a national player, replicating its success across other regions, both metros and non-metros. ♦

The biryani, the Bengaluru-based **Nandu's** believes, is more than just a dish but a 'melting pot of flavours' – ergo, the launch of two ready-to-cook (RTC) products: its *Chicken Dum Biryani* and *Domme Chicken Biryani*. "Our focus is on innovation at the product level, to provide our customers with three things," says **Narendra Pasuparthi**, CEO, Nandu's, about what boasts to be India's largest hyper-local and omnichannel meat brand. "We offer food that is free of hormones, steroids, antibiotics or any form of growth promoters; tasty, authentic and bringing delight to everyone in the family; and convenient, without compromising on health and taste. What's more, we have made with a lot of love and care." Faster than ordering in and easier than stepping out for one, Nandu's Biryani



is a complete ready-to-cook kit including biryani mix, tender chicken pieces, jeera rice and *sherva* for the *Donne Biryani* and *salan* basmati rice for the *Nawabi Biryani*. The demand for the RTC range, like *Chicken 65* and *Butter Chicken Masala*, has more than doubled since March 2020, when the Covid-19 pandemic hit. The company is targeting a revenue of 20 per cent from the RTC vertical for 2021-22. "Happy Biryani to You!" Pasuparthi adds. ♦



It should be the story, and not just the name of a famous author, that compels a person to read, says **Vikram Thakur**, co-founder,



Evincepub Publishing House. He and his brother **Vikas Thakur**, who set up the company together in 2017, believe that a publisher must

be "like a funnel to supply good books, that too in such a way that every common human develops a passion for reading". This is all the more necessary because the market is overcrowded with books from established publishers and self-publishing companies, making it a real struggle for a new voice to find an appropriate publisher. "Reading good books will regain its momentum in the near future, and I want to be a part of it because I know how to exploit

different opportunities," says Thakur, who has worked with a leading publisher and distributor for five years. And publishing, he is sure, has to come into its own: "Every app, every mobile and this whole digital world is fickle," he asserts. "No games can ever replace the art of books and the publishing process." The fact that they operate out of Bilaspur in Chhattisgarh is not a constraint, he adds: Evincepub has an all-India team and keeps recruiting more people. ♦