

# The Unstoppable Indians

India's upcoming  
biggest Food chain  
startup.

## Suresh Balusu

CEO & Founder of Tizola

FROM IMPOSSIBLE  
TO UNSTOPPABLE

*Motivational Speaker  
& Counsellor*

Dr. Sumanta Bhattacharya

MRP : ₹200/-



# We make **IDEAS** happen



## OUR SERVICES

- Social Media Marketing
- Search Engine Optimisation
- Facebook & Instagram Ads
- Google Ads
- Youtube Ads
- LinkedIn Marketing
- Website & App Development
- Graphic Designing

# Editorial Desk

An entrepreneur's journey through the entrepreneurial ecosystem begins with the conception of an idea and progresses to the development of a project proposal for launching a business. At this stage, handholding is essential, which this generation of entrepreneurs lacks. In order to move the start-up forward, the entrepreneur must overcome regulatory and financial obstacles.

Start-ups cannot thrive in isolation; they require a supportive ecosystem to thrive. Since the beginning of time, entrepreneurs have been establishing enterprises in India. It's no secret that these businesspeople come from a powerful social group. How did this village maintain its entrepreneurial spirit across the ages? By creating a long-term eco-system that met the needs of traditional enterprises.

The incubation facility within the business is at the heart of this eco-system. It allows the next generation of entrepreneurs to dabble in incremental innovation while receiving angel investment from the corporation's cash cow. Through access to vendors and distributors, as well as the sales force, prototypes were built and tested. Customer feedback on the prototype was received in a timely manner, resulting in the development of the minimum viable product and the soft market launch. Any classroom instruction was replaced by business coaching from the wise elders.

Those from non-business communities lacked the vital eco-system for creating a start-up. Education, particularly technical education, drew them as a means for joining 'service' and pursuing a rising career which they considered superior to business.

New generation entrepreneurs do not build ventures for life-long association. They are reconciled to winding up when the funding dries up and to exiting from their own venture for business and personal reasons.

The worth of the conventional businesses was based on hard assets, the worth of new age ventures is based on intangible valuation which cannot be mortgaged but can be bartered for equity capital.

## **Innovation and Entrepreneurship in India**

Entrepreneurship is not new to India. In fact to quote from the Indian Industrial Commission Report (1916-1918)–"At a time when the West of Europe, the birthplace of modern industrial system, was inhabited by uncivilized tribes, India was famous for the wealth of her rulers and for high artistic skill of her craftsmen. And even at a much later period, when the merchant adventures from the West made their first appearance in India, the industrial development of this country was, at any rate, not inferior to that of the more advanced European nations."

Though the method of doing business or the people who do business have changed, the core principles for both have not changed. There are more parallels in the traditional way of doing business and entrepreneurship than what looks on the surface.

Many people desire to establish their own businesses where they may put their ideas into action on their own terms. Indians now have this freedom in the twenty-first century, where their ideas are heard and investors are eager to invest. Despite the fact that not all ventures succeed, a new ecosystem has arisen. One successful business may pay for the start-up costs of at least ten others. Perhaps this is the beginning of India's golden age of entrepreneurship.

Traditional businesses are not growing because their owners have a limited and guarded outlook on life and are always insecure. This old traditional ideology in firms is going to vanish soon in the new digital world order due to multiple challenges around the corner.

## Entrepreneurship in Indian economy

Is the government doing anything to promote first generation entrepreneurship? Of course the primary accountability is to considerably enhance the 'ease of doing businesses'. That apart, much is expected from the follow up steps to the Start-up India initiative launched on 16th January. In a fundamental way, the vision for Start-up India parallels that of the Green and White Revolutions, which had champions – Dr Swaminathan and Dr Kurian - to both set the vision and execute sustainably at the grass-root level.

Nirmala Sitharaman, Finance Minister of India once stated-

*“Startups have emerged as engines of growth for our economy. Entrepreneurship has always been the strength of India. Even today, young men and women have given up greener pastures elsewhere to contribute to India's growth. They are risk-taking and come up with disruptive solutions to festering challenges...We recognise the knowledge, skills and risk-taking capabilities of our youth. He is no longer the job seeker. He is (a) creator of jobs. Now we wish to create more opportunities and remove road-blocks from his path.”*

The government is now determined to empower Indian society, digitally. Introducing investments, technology, employment and seed funding for ideation and development progress.

Crucial moves were also made to defer tax payment on employee stock option plan (ESOP) by five years. This is the best way to entice young start-ups to retain their talented employees during the initial years of business. Now taking more risks when performing on a large scale is possible.

The Indian Budget 2020 holds a promise for all those who wish to take risks as entrepreneurs. Creating jobs and empowering the economy is the priority for years to come. To be a part of the entrepreneurial development of the country is a bold step. One that must be taken by the sharpest of minds, as they offer a chance at a brighter tomorrow.



Simran  
Content Team Head

Regards:

Editor: Nida Fatima  
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# About Founder

Nida Fatima is a young entrepreneur with a mission to change industries and the way people work. She has a creative mind and uses it by implementing ideas for the promotional part of businesses. As a phenomenal writer, her work includes making those unheard stories of reforming entrepreneurs and businesses' access the world.

She started working as an intern to gain experience and insight into the industry. She faced myriad challenges at that time and was frequently referred to as being too young and insane to have such lofty ambitions. She is more than just a well-known author; she is also a self-made female entrepreneur.

She believes in the power of simplicity, high-quality work, and a customer-first approach to business, which makes her the best among others and one of the youngest female entrepreneurs. Being driven, motivated, and inspired by many young entrepreneurs, she always had a creative bone in her body. At a time when most students' perceptions of their lives are erratic and unplanned, she was on the other side of the scale with a more determined and centered mindset to become an entrepreneur and businesswoman.

She is the Founder and CEO of 'Unstoppable India', a global print media company with a digital and print magazine that she started at the age of 20. Consulting and instructing start-ups on how to improve their branding is her expertise. She is currently engrossed in Business development, startups, Creative Content Writing, and Personal Branding and boosting the brand marketing dynamics with lead generation strategies.

Amazon founder Jeff Bezos once said, '21st century is going to be the Indian century. This statement is no lie and has been proved by Indian entrepreneurs now and then. It is the extraordinary vigor and youth that bring an entrepreneurial mindset to people, and it is in high proportions within India's already thriving workforce. India is technologically thriving day by day, being the youth capital of the world. Unstoppable India believes in India's potential and promotes young minds by conveying their stories to the world.

Nida believes in no age limitations while achieving her goals. In her opinion, young start-up founders are no less talented than older tycoons in the industry. They have the potential to achieve greater heights if provided with proper guidance and support.

She believes that no one should make youngsters feel like relationships are nothing but distractions for their future selves. They aren't bad. The right companion can make every journey smooth and enjoyable. But one must always find ways to adapt skills that highlight your independent thinking. Youngsters must focus on supporting their goals while also thriving academically. One must learn to manipulate situations in the most lucrative way possible. Proper guidance can do wonders for people, especially the younger generation. They can achieve great results if they put their energy in the right direction.

With hands-on expertise in business and content creation strategies using content marketing, she is assisting businesses to grow their client base, attract more investors, and hire the best talent. She's helping brands scale up their user base, grab the attention of investors, and hire the best talent using content marketing.

*"Always focus on the positive sides of things. Don't ever lose hope in difficult situations and try to find out how you can make the best of them. If you are taking a big step in your life, stop once and ponder on what will be the impact of it on your future self."*

*-Nida Fatima, Founder, & CEO of Unstoppable India.*



# NOT THAT TYPICAL HR

## KNOCKING DOORS FOR JOBS TO A BIG TIME INVESTOR

Recruitment has never been an easy task, but rather for candidates or recruits. How to make sure that you present yourself in the required perfect manner according to the Job Description for Any Organisation is quite a tough task.

Though we can find real, transparent recruiters like Tarun Sharma in this extremely competitive market that started with nothing, juggling with menial jobs, proving himself at Every step of his professional career.

In the initial phase of his career, he was the one knocking every door of the consultants, giving more than 20 Interviews every day just to make sure that his efforts are for the best.

### TARUN SHARMA

Just then when he realized his Positives and Strong Interpersonal Skills, he started working for a Recruitments Consultant with Zero Salary Expectations and learnt the In Depth of Recruitments and Client Management. Strengthening Corporate Connections and Resources, and then working for Brands such as American Express, Amazon and many others, now he has his own US Staffing and RPO Firm providing the best Talent Acquisition Solutions for US and Canadian Market.

At the same time, he has been investing into various startups and entertainment based projects, expanding his market value and laddering up his success graph

Recently, he has set up a New Project which is connecting all the Job Seekers, Freelancers, Talent Managers of the Industry to land up getting the right exposure for themselves.



# PEACE MUSICK RECORDS

## **R**ecycle your old things for donations to get free entry in the events

To transmit social issues throughout the Nation using every possible art form Mohit Bhat is the founder of Peace Musick Records, the world's first hip hop NGO founded in 2018. The goal behind it is to establish an organization in which we can openly talk about critical social issues throughout the nation with every possible art form.

Generating a creative space around deserving artists from different cities to bring out the best and to provide them with platforms is also its main goal under #mission2025.

Bringing artists from different corners, especially NGOs, backward areas and Directing our youth towards modern ways of overcoming the problems surrounding our society by organizing seminars, workshops, etc. in different schools and colleges free of cost, so that our young people understand that they can make India a better place to live for our next generations.

There are several social issues that PMR is trying to resolve that have been destroying lives of

helpless people since ages due to either religious beliefs or stereotypes. PMR also empowers young children from areas that lie on the outskirts of cities by organizing public experiments, social events, awareness camps, donation events, seminars, workshopsetc all free of cost.

PMR never raised any funds in terms of donation to organize the events of PMR, Social Distribution or any type of Audio/Video Production. PMR is solely Bootstrapped startup till date and aspires to remain the same until it achieves some more benchmarks. Being an NGO and not raising funds is not easy for such an organization that continues to donate to its NGO partners.

PMR believes in recycling and for that it had always made it mandatory for its clients / artists / audience in events to bring his/her old belongings for donations to get free entry, from brand new things to old things such as tiffin boxes, books and other stationary things to distribute among the needy lives, living in the streets.

Mohit Bhat is the founder of PMR who belongs to the Kashmiri Pandit community and comes from the crown of the country aka J&K. Since childhood, Mohit has

been interested in social issues, always observing different classes of people that surround us. Talented people barely have a platform to talk about everyday affairs. Being a graduate from a reputed college of Gurgaon, Haryana in computer science and information technology; Mohit always wanted to do something different and hence kept looking for creative possibilities, such as social events and gigs in college, malls, social gatherings and social services.

PMR has never raised money and has still managed to influence thousands and Lakhs of people throughout India. Mohit Bhat says "Aaye Ho Toh Kuch Kar Ke Jao". PMR is working tirelessly to achieve all agendas of #mission2025 by covering 2200+ cities throughout India. PMR is focused on bringing social change using different forms of art to make India a better place for our future generations. The PMR team consists of experienced candidates from different areas, who are only volunteered according to their convenience. No one is obliged to do any specific work or bounded by a contract. Each individual is free to combine, manage, promote and design different layers of PMR without the participation of money. Neither PMR charges nor pay to any individual/volunteer

# CMG Nutritions

## Combating chronic lifestyle diseases with high-quality ingredients and world-class products.

CMG NUTRITIONS is having the leading innovative Nutritional Products from the House of CMG Biotech India Pvt Ltd. It is one of India's fastest-growing Nutritional companies which is keeping in mind the quality and affordability of the common mass. The company runs since 2019 under the guidance of a dynamic entrepreneur Mr. Manoj Kumar Gupta.

According to Global Newswire, the human nutrition market is predicted to hit \$465.4 billion by 2025. Increasing awareness about healthy diet and the benefits of modifying lifestyle has resulted in a huge growth of nutraceutical industry. Another report by Global Newswire states that the nutrition industry is growing at a rate of 6.6% each year and is expected to continue at this pace in near future.

As we are still struggling with the ongoing pandemic situation, businesses are still recovering from massive multidimensional economical loss. Dietary Supplement companies are confronted with new financial challenges and firms like CMG BIOTECH are doing their best to make decisions based on their past experiences.

As companies plan for 2022, a few things must be kept in mind which is imperative for natural products companies to consider in their business strategy beforehand. Proper pricing strategy and maintaining the best quality must be the prime concerns.

Problems faced by CMG NUTRITIONS in this journey were no less due to uncertain situation of COVID-19. Innovative ideas of CMG NUTRITIONS are their answer to current medical challenges faced by mankind. Its motto is to provide the best quality products at rock-bottom prices to people who want to

recover from their lifestyle disorder diseases. Under this initiative, the CMG NUTRITIONS brand is promoting to help the public by providing nutritional food and health supplements designed by using only natural and organic ingredients.

The company is having its world-class manufacturing facilities at Sansarpur Terrace (HP) India. The company is trusted by healthcare professionals globally. CMG BIOTECH has a mission to meet forthcoming challenges in health care nutrition with a vision of benefitting maximum people to achieve good mental and health condition. They collaborate, study, and perform thorough research on every ingredient before the formulation of any dietary supplements.



CMG BIOTECH has already acquired WHO-GMP, ISO9001:2015, HACCP, KOSHER, HALAL, & GMP certifications. CMG NUTRITIONS laboratory has also got government recognition from the Department of Scientific and Industrial Research(DSIR).

## ABOUT FOUNDER

The company's MD Mr. Manoj Kumar Gupta is one of the successful entrepreneurs in the pharmaceutical market. He initiated the Sri Sai Agency which is trading for the marketing of medical devices through institutes, defense, and railway hospitals. Viewing current lifestyle and pertaining diseases, Mr. Manoj felt that it is necessary to bring out products on the market that improve immunity and offer good health for longer life. With this wide range of CMG NUTRITIONS products, he did what he thought and made something that will undeniably help to achieve homeostasis



CMG BIOTECH has been founded in the year 2005, till 2010 the pharmaceutical product of CMG BIOTECH has been manufactured through a third party. In the year 2010, a world-class manufacturing facility has been established at Sansarpur Terrace, Himachal Pradesh. They also launched the CMG NUTRITIONS brand for nutraceutical products for the health sake of general people and to aware them of lifestyle diseases that can be reversed.

The company regards its Research and Development (R&D) team as its greatest strength. They do intensive study on natural and organic resources and select each ingredient meticulously to blend them in the right proportion. This blend of perfection helps to fight against several chronic diseases and strengthen the immune system.



Some of their products are- Boneglu Forte, CGMuneshield, Morigren, Spiramune, Triflexile, CGSlim, Garhearty, Quricare, CGBoost, Percumin, Percumin Max, Dianutraceutical, CGXtra, CGHep, Bisolax, GCN tablet, Regavit-M, Regavit-W, Osteorelief, Illuminon, Collatwist, Collatwist Plus, Bonurture, FitTum, Red Rice, Black Rice, White Quinoa, Red Quinoa, Black chia seed, White chia seed, Flaxseed, Pumpkinseed. CMG NUTRITIONS help in managing and preventing chronic diseases and pain.

To evaluate a new client's nutritional needs, they prepare diet charts depending on the individual's necessity. They diagnose every patient carefully after assaying his/her complications and reviewing their medical history and then suggest treatments to rehabilitate the patient and try to reverse the situation. Even renowned physicians have now stated that Nutritional Products are the NEED OF THE HOUR. So why delay? Take a step toward your longer and healthier life and switch to CMG NUTRITIONS Now!

# India's First Brain Wearable to Induce Brain Fitness

*"The brain headset helps improve your overall mental health"*

**N**euphony is India's first brain wearable that has 8 sensors that monitor brain wave patterns and transmit them to a user's mobile phone using Bluetooth. The 8 uniquely placed sensors and ML based processing of the EEG signals recommend custom brain training regime.

It was founded by Ms. Ria Rustagi & Mr. Bhavya Madan, B.Tech graduates from IIIT and Ms. Rustagi has also completed her master's from NTU, Singapore and TUM, Germany. Headquartered in India and designed in Germany, Neuphony's headset is like a brain coach that gives you real-time auditory feedback by reducing the volume of thoughts you're stuck on, to get you back to a state of flow. Using Meditation as a tool, the device opens the door to gratitude and bliss in one's life, you stay calmer, composed, and balanced.



Neuphony is officially a part of the Start-up India initiative which means it is DPIIT certified. It's scientifically proven that neurofeedback is a powerful tool to improve the overall health of your brain, including improving memory, sleep quality and reducing stress and anxiety. Neuphony brings to you the benefits of neurofeedback in the comfort of your home with the help of a wearable headband and a mobile application.

## What does the headset do?

- Helps with training your brain by inculcating the art of Mindfulness
- Helps with stress, anxiety and the sense of being overwhelmed
- Helps the brain feel calm, centered, and peaceful
- Helps you to focus by improving the cognitive function of the brain, which makes the individual feel clear, sharp, stable, productive, and effective
- Aids in a quiet mind by eliminating negative self-talk, perfectionism, chronic pain, addictive behaviours, and identity concerns

# HOW?

## IT DOES SO BY INCREASING THE SLOW BRAIN WAVE ACTIVITY.

Speaking on the brain wearable, Co-Founder of Neuphony Ria Rustagi commented,

*“We're all engrossed with keeping our physical health in check that we track our steps, calories and even the amount of micro nutrients we intake. But what about our mental and cognitive health? People usually try to suppress their daily mental health challenges, whether it's getting a panic attack, forgetfulness, or even overwhelming thoughts due to our regular activities. We even go on to judge ourselves for feeling tired, or being unable to perform some tasks. But with Neuphony, that changes. The headset tracks your brain activity to help you become calmer, and happier. Just as Jitu said in Kota Factory, **You are not completely fit unless all parts of your body are working to its full potential** and I completely stand by that.”*



### About Neuphony:

Neuphony is India's first consumer brain wearable device that has eight sensors that monitor brain wave patterns and transmit them to a user's mobile phone using Bluetooth. The 8 uniquely placed sensors and ML based processing of the EEG signals recommend custom brain training regime.

Headquartered in India and designed in Germany, Neuphony comes with a Mobile application and an SDK which can be used by researchers, developers and also other businesses to develop their application example brain-controlled games, wheelchair, VR Headsets etc. Neuphony's mission is to change the reactive approach towards mental health.

Team Neuphony has sold 25+ devices across the world and shipped 10+ devices for other collaborations/promotions. Neuphony's mentors include Dr. JEFF Tarrant director neuro-meditation institute and Dr. Sushil Chandra from DRDO.



## HOW BHUBANESWAR BASED SHOPPING PLATFORM IS GIVING THE SHOPEERS AN EASE TO DISCOVER LOCAL SHOPS

**F**ydo, a Bhubaneswar based startup founded by CET alumnus is a hyperlocal discovery marketplace that gives information about Best Deals, offers, events & Upcoming sales from nearby malls and outlets with assured cashback with a ton of other features for customers to help them to explore their city in a better way. It also helps businesses get more sales and customers.

Co-founded by Satyajee Patnayak, Sinchan Mishra and Dharam Chand Patnaik, Fydo, not only you can get updated with the best offers but also with the upcoming sales

happening anywhere in your city, all the small events like book fair, visit of a celebrity, launch of a new brand, concerts to mention some that people usually don't want to miss.

It not only helps the general public but also the small shop owners, the vendors, the brand owners, various business franchises in promoting and branding while launching their products, giving live updates of the upcoming sales and events, giving updates on the opening of a new outlet and many more.

Fydo, on the verge of being a go-to app for an awesome shopping experience, meets the needs of both the

customers and the shopkeepers all at one place.

Besides getting information of the offers and deals in various shops, customers can buy the product at the best minimum cost by opening just one app by redeeming the offers of their interest. They can also check whether a shop is open or closed on working days and on weekends to have a smooth shopping experience and to better plan their day accordingly.

Not only it helps the locals but also the outsiders and tourists visiting the city to explore the local market for any product or service and get the out of it.



# Stay Quirky Stay Different

## WITH M-SQUARE

**M**-Square is using the power of social media to aware people about entrepreneurship in India. Anurag Manik in his podcast M-Square aims at bringing the stories about entrepreneurs who are working towards a better future. He also talks about how these budding business tycoons are using marketing as their tool to spread the word in public.

With the motto of Stay Quirky Stay Different, M-Square is definitely teaching the entrepreneurs world how to stand out in crowd. They feature stories of start-up owners who have brought a change in their industry and made our lives easier.

These stories are unknown to masses and ought to be known as they're going to change thinking of people.

### Facing the challenges with innovation

There are podcasts with millions of shows airing on social media today. In order to stand out among them, M-Square required a great deal of engagement, innovation, authenticity and most importantly promotions. In order to promote the podcasts, they have partnered with colleges and conducted events to spread the stories of start-up owners to youth. Our schools never talk about entrepreneurship and innovation and that's hindering the growth of startups in India. Promotion of podcasts like M-Square in schools and colleges is broadening the horizon of opportunity in business world.

### About the founder and core team

M-Square was launched on 23<sup>rd</sup> July 2020. The host Anurag Manik Has Completed his MBA from T.A.Pai Management Institute. He headed the BrandScan Committee in college and aimed for bigger things since then. He has the experience of working with one of the leading four companies. A team of innovative and talented minds have backed up this great platform. The core team Involves Sakshi Gupta who has the command of complete Social Media in M-Square. She is the backbone of the podcast is also responsible for Guest Relationship Management. Roycen



Mathias is another crucial member of team who handles the editing and is the magician behind the finished audio outputs. Vipasana Kaul handles the video editing for social media and is the one responsible for the amazing video edits on Instagram and YouTube.

### Ranked #14 in Marketing Podcasts in India

M-Square has been gaining great popularity since the past two years as it has now featured some high profile celebrities of social media. The best way to promote a podcast is by leveraging the power of social media by connecting with influencers. Big names such as Shruti Seth, Kunal Bakshi and 10+ Instagram Influencers with a combined following of 2 Million + audience have already tied up with M-Square through podcasts. Anurag Malik is a known name in social media which has ranked M-Square #14 in Marketing Podcasts in India.

### USP and future plans

The podcasts by M-Square are presented in innovative mode to make them accessible to a larger size audience. Their storytelling module enables listeners to engage in the content. They frame the start-up stories of entrepreneurs in such a way that they inspire the young minds. M-Square aims global recognition in upcoming years. They're sharing stories of start-up owners and young entrepreneurs with the world so that more such creative minds come forward in future.

# DR. SUMANTA BHATTACHARYA

*one name with multiple hidden roles. An engineer, social worker and human rights activist, motivational speaker and a counsellor.*



Dr. Sumanta Bhattacharya is a name that conceals a multitude of functions. Engineer, social worker, human rights activist, motivational speaker, and counselor, he has been nominated for the Padma Shree award. One charismatic individual with a great deal of ability. He has the potential to be described as a multi-talented genius.

Sumanta was born in a rented house in Salkia, Howrah, West Bengal, to a poor family. His mother, Arpita Bhattacharya, is a homemaker and social worker, and his father, Monotosh Bhattacharya, was an ex-politician, businessman, and industrial advisor. His father, who has always been supportive, deserves credit for getting him this far.

His tremendous desire to learn new things has driven him to study and obtain education in all fields. We can have a beneficial impact on society through education. It is through education that we can bring positive energy to our society. For Dr. Sumanta, his education has played a very

important role in the development of his outlook and personality.

## **Role in social services**

Serving the people is a duty for Dr. Sumanta. Organizing community-based initiatives and social awareness with patriotism is his passion as he is one of the founding members of Bhagat Singh Manch. He regularly donates to blood drives, eye clinics, old age homes, and orphanages.

## **His success mantra and word of motivation**

Achieving a lot at a young age has its drawbacks, especially if you're still aspiring for greatness. Hard effort, staying motivated, and believing in himself are the keys to his success. He is a firm believer in transforming physical and mental flaws into strengths.

On asking about the mantra, he lives by and wants others to know, he replied- *"I live by the quote of APJ Abdul Kalam who said if you want to shine like a sun first burn like a sun - we need to work hard, face failure, and accept rejection after*

*rejection but still stay motivated to win. Great Dreams of Great Dreamers are always transcended."*

## **Role as a researcher and his known works**

He is a great researcher and has a total of 182 research papers, ranging in vivid fields of engineering and public policy. His research has been versatile where he has worked in various sectors in the field of policymaking. Few of these topics were farming, rural and urban development, education policy, health policy, railway policy, and transportation.

He has worked on textile waste management, sustainable development, and environmental policies and has researched nanotechnology, cancer cell, biotechnology, and Smart cities. In the sector of law, he has worked on women's law, cyber law, labor law, environment law, child laws, and women and child rights. Under the defense sector, His work includes border management, cyber terrorism, maritime policy, the India-Pakistan war, and Indo-China.

## **Sumanta's patents and area of work**

He has 31 patents in all, which includes both International and National patents. His patents have been valid in various countries like Australia, India, and the USA. Through his research, he has brought innovation in the field of science and technology, working on smart city development, Colpomenia Sinuosa Based Biosynthesized Nano Particles Composition for Anti-Tumor Activity, Vaccine for Leptospirosis and preparation methods for the same, IOT Based Enhanced Hybrid Mobile Mesh Ad-hoc Wireless Network for Rebroadcasting of Data Packets, IOT Based Production of Environment-Friendly Bio-Fuel from Renewable resources, Machine learning based obesity analysis for early detection of Heart Disease.

He has worked to control traffic using artificial intelligence and machine learning, electronic waste management, smart city management, agriculture work, Water Purity Farm Pad, A method to extract phytochemicals, Amino acids, and Vitamins from Marine Seaweeds IOT based smart wearable suit for self-health assessment in post COVID era, - Fabrication of Portable device for easy detection on newborn ringworm using deep learning, Inexpensive Nail-Fold Capillaroscopy for early Detection of Cardio-Metabolic Disease, Colpomenia Sinuosa based Biosynthesized Nanoparticles composition for Diabetes and many more.

Dr. Sumanta has been nominated for Padma Shree in the field of education. With 180 + research papers published in international journals in various sectors, a total of 27 national and international patents, and 27 Book chapters in one year he is a well-deserving candidate.

He has attended and presented papers at many national and international conferences. Few popular ones among them are- Security, Education Research & Innovative Conference (SERI), 11<sup>th</sup> International Conference on Sustainable Waste Management & Circular Economy & IPL Global Forum 2021, 1<sup>st</sup> International River Congress, 2021 by SARIAD, Summit on Smart Innovative in the Post-Pandemic Era by ASCI & CIPS. He was also a part of the National Conference on Netaji and the Indian National Army, Tillotoma Foundation, National Convention on Aatma Nirbhar Bharat: Series of Memorial Lectures organized by IIPA, Online Conference on Sustainable Clothing and Textile Recycling by ReCommerce, International

Conference on Science, Social Science and Economics, Paris France by Academics World, International Conference on International law, Foreign Affairs & World Politics by Center for American Studies. He attended the 5<sup>th</sup> International Conference on recent trends in Bioengineering, 2022, by MIT School of Bioengineering Sciences & Research, 2<sup>nd</sup> International Legal and Policy Conference on the Future of Transport by NALSAR, and International Conference 2022 on Human Security & Governance by IIHSG

## **His role model**

From History, my inspiration has been Dr. Ambedkar and Mahatma Gandhi. In real time, his guiders and inspiration are Dr. Shekhar Dutt an ex. Governor of the Indian State of Chhattisgarh, a Retired IAS officer, and Former Deputy National Security Advisor. He taught him how to conquer challenges and face them and signed his membership for the Indian Institute of Public Administration. His second motivation and guide have been Dr. Sparsamani Chatterjee - Ex-Vice Chancellor of IIST and Member of Executive Council AICTE. He inspired him to do research papers and patents also broadened his research from Textile Technology to Nanotechnology to Biotechnology. My third motivation and guide have been Dr. Jayanta Kumar Ray- a National Research Professor, who inspired me to do research papers in the field of Defence and International relations.

## **Meet with foreign Ambassadors**

Dr. Sumanta has met many foreign Ambassadors. His list is very long, a few of them are- the Ambassador of Luxembourg to India, H.E Mrs. Peggy Frantzen, Ambassador of Cuba to India, H.E Mr. Alejandro Simancas Marin. High Commissioner of Mauritius to India and the former Speaker of the National Assembly of Mauritius, H.E Mrs. Santi Bai Hanoomanjee, and Ambassador of Indonesia to India, H.E Mr. Mochammad Rizki Safary.

Dr. Sumanta Bhattacharya has been a popular researcher and social worker. An individual may attain a celebrity status from having great wealth, their participation in sports or the entertainment industry, their position as a political figure, or even from their connection to another celebrity but he has gained her status from core knowledge and dedication towards knowledge. He's a pioneer of knowledge and dedication to society and deserves far more appreciation than he receives..



# Purple Toko

**Akhilesh Kohli (Founder, Purple Toko) & Aditi Nunwal (Co-Founder, Purple Toko) are leading the digital retail revolution in India through Purple Toko.**

Purple Toko is a mobile based app that helps shoppers connect with the retail stores of India. By making a complete profile of these retail stores right from their store description, contact details, map locations to listing products, Purple Toko empowers retail stores by increasing their visibility, online sales and offline sales. The stores are curated and segregated marketwise on the app so that the shoppers can shop from Chandni Chowk in Delhi, Fancy Bazaar in Assam and thousands of stores in such markets across the nation.

Being the son of a retail and wholesale trader, Akhilesh deeply understands the needs of retail stores. Retail trade is not just about business, its about the emotions too. Its more than just purchasing products; it is an experience. An experience we all have enjoyed consistently over our lives. Akhilesh is an engineer by education and an entrepreneur at heart.

***“India needs a major upgrade and the spirit of entrepreneurship is the way forward for India.”***

**~Akhilesh Kohli**

Technology has been a major enabler in the lives of all those it has touched. E-commerce companies have for long had a big friction from the Indian Retail Traders and why wouldn't they? These e-commerce platforms have been charging commissions that are way too high for an Indian retailer and almost anyone can become a seller here. A retailer has to compete with manufacturers and wholesalers which makes the online selling competition unfair for these retailers. This means, there is a disadvantage for a retailer to be present on such platforms. This theory has been further proven by the low adoption of digitisation by retail stores consistently. This problem created a need for a dedicated platform for retailers where they can fairly sell their products online.

Talking about selling online, do the Indian Retailers need a platform where it's just about selling products online or do they need more? Why do they have a retail store in a premium market location where they're paying store rent, electricity bills and employee salaries? Why don't they simply setup a warehouse where they can sell their products online from? A retail store needs more and more customers walking into their store to increase their offline sales as well. A platform that doesn't hide their identity, instead promotes both online and offline purchases equally. A platform that introduces trust into the marketplace with transparent and simple transactions. A platform that understands the

actual needs of the stores and helps them in all round growth. A platform they can call their own. A platform where not anyone can sell, but only retail stores can become sellers. Jiska retail store nahin wo Purple Toko par nahin.

Akhilesh and Aditi started Purple Toko with the vision to help and empower people, create job opportunities and to take the Indian Retail to the entire world. Purple Toko started with a simple question. "How can retail stores grow their business?" From there, multiple surveys were conducted to understand the needs of retail stores and it was concluded that currently no online platform solves this problem well. They then decided to create a solution that helps retail stores and at the same time is fun, engaging and rewarding for the shoppers too. A solution that brings the cultures of India closer.

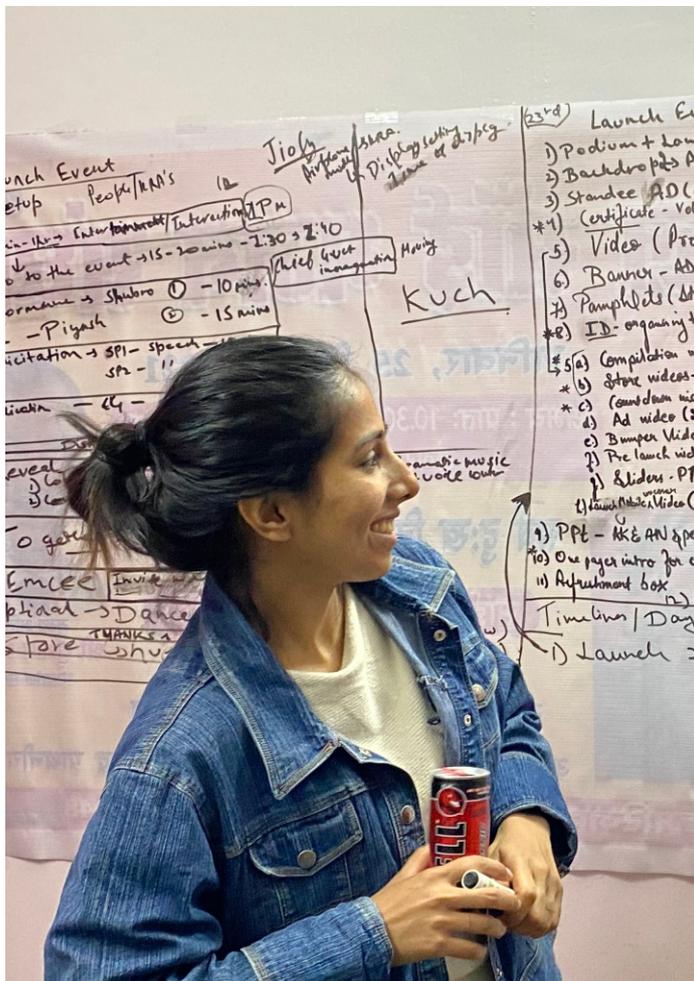
Akhilesh gathers his inspiration from his family, where he grew up watching his father work hard consistently for years, not for money, but to provide well for his family. His mother who provided him every comfort possible. His sister, who stood right by him during times of difficulties.

His grandfather, who loved and shared with no expectations.

Aditi worked with Akhilesh previously and when they discussed this problem, they decided to work on it together. Aditi is a highly ambitious, creative and executor pillar of the company. She holds a bachelor degree in commerce from Sri Ram College of Commerce, understands people well and is driven by the thought of creating something that helps a lot of people.

Purple Toko launched its MVP in the Karol Bagh market on 5<sup>th</sup> of March inaugurated by Smt. Meenakshi Lekhi Ji post which Purple Toko raised a friends and family round of 46+ lakh through which they are now building their team while focussing on the technology and customer service to provide the best-in-class services to its users. The app is currently available on Google play store and will be coming soon on apple too.

Akhilesh and Aditi's goal is to empower as many hardworking individuals as possible to ensure all round growth and to ensure that all of us can provide well for our families.



# GIVING YOUR HUNGER A NEW OPTION

**DON'T STARVE, JUST ORDER !**

The nationwide lockdown imposed by the government to curb the spread of coronavirus brought economic activity to a standstill but also a boom in startups and rise in entrepreneurs. Along with the numerous losses incurred by businesses as a result of the coronavirus pandemic, new opportunities have opened up for many entrepreneurs and Suresh Balusu was one of them. He came up with the idea to deliver hygienic food through his application keeping in mind the protocols of coronavirus.

Some startups in and after the pandemic have undoubtedly had a positive effect and Tizola is one of the boons for the foodies and also the fastest-growing food ordering platform in southern states of India.

Tizola is focusing on expanding to tier two and tier three cities, which are the steering wheels of new India. In the era of digitalization the motive of Tizola is to provide a digital solution to every small restaurant who is willing to expand their business online without any technical knowledge and expenditure. This is beneficial for the local restaurants in many ways and one of them is raw material availability. The company is working to establish a positive impact by creating employment and encouraging new entrepreneurs.

Tizola Easy offers homemade prepared food from your home and shall be delivered at the prescribed location and TIZOLA VOS is used by the restaurant owners to order their daily needed and processed material. This will be a blessing for small vendors, as well as for kitchens and restaurants that they were finally able to see an actionable trend and solution for smooth running.

*"We are always updating and coming up with new features. Some newly established restaurant owners have no idea about the availability of raw material for this we have launched Tizola VOS and Tizola easy for homemade food lovers."*

*-Suresh Balusu*



SURESH BALUSU the founder and CEO of Tizola from the very early age he wanted to become an entrepreneur due to some reasons he could not make that happen and he spent his 8+ years in print media, banking and NGO's but the dream he wanted to follow was an entrepreneurship. Putting up his all experience into his startup he decided to launch his food tech startup.

Everyone has their own idea of what success means to them. If someone becomes your role model, it means that they have done something to be successful in your eyes. Whatever it is, big or small, you look up the valuable qualities you can learn from them. It's something that just comes naturally. You learn how to deal with circumstances and also discipline.

Similarly Suresh was inspired by Ramoji Rao Garu the founder of Ramoji groups and Kotirddy saripalli founder chairman of KOTI GROUP OF VENTURES. He was his role model and inspiration who inspired him to become a successful entrepreneur.

*"I have learned a lot while working with him, the greatest support and best guide was my family, my mentor and my friend Chandamama who mentored me by his own experience and in-depth knowledge of years how to maximize business through direct, online and reduce the waste in restaurant. I want to thank and give credit to him for the successful year of Tizola."* Says Suresh

The founding team includes two more people – Mahesh Karnati and Balusu Rajesh the co-founders who handle Marketing, Insurance and Hotel industries and give valuable suggestions are very much impacted in the victory of Tizola.

# HOW A 12TH CLASS FAILURE CHOREOGRAPHER, TURNED HIS PANIPURI STALL INTO A CHAIN OF RESTAURANTS



Rohan Rajesh Bhalerao started a panipuri stall at Ashoka Marg and had no idea this would turn up to be the starting of something incredible. He opened his first outlet which turned into a restaurant chain “Shrimat” in less than a year. He did something people could only think of in their wildest dreams.

A choreographer by profession since 2008, he started his dance class in 2011. He was a part of various celebrity events at that time, which gave him great fame but very little money. The need for better income made him start commercial events in schools such as annual functions. With a huge team of 150+ and a large-scale setup, the event

management business was in its full boom in 2015-17. The turnover of this business was in lakhs and Rohan thought that his life has been settled now. But God had some other plans. When the first wave of covid19 struck India by March 2020, every event planned got canceled due to lockdown and this whole business setup collapsed.

Rohan, along with rest of the India was forced to stay indoors due to strict lockdown all over India. With an extreme extrovert personality and habit of constant socialization, he struggled a lot. Rohan knew life cannot stop here and he needs to move on but had no idea where to start. At one fine 3 am, his attention grabbed on to something while looking out

for some new ideas. Panipuri is the heart and soul of Indian fast food, and people largely craved it. Hence, Rohan decided to start his panipuri stall but what he was planning for wasn't that easy.

Even when people started getting used to the new normal after lockdown, there was a constant fear of catching the virus due to improper sanitation. Panipuri usually involves dipping puri in the sweet and sour flavored water by hand, and everyone hesitated if it would still be safe to do so. As it is said, necessity is the mother of invention. Rohan thought of driving a new and hygienic method of eating panipuri at his stall. He designed a self-serving panipuri machine at

home. After constant trials of machines and experiments on different panipuri flavors, his first panipuri stall was a huge success. It didn't take long when his first outlet was opened at Ashoka Marg which started grabbing customers. His ideas of serving panipuri with fusion like cheese burst and chocolate for kids received huge popularity. Rohan got this firm registered and got the trademark and this marked the beginning of a great journey. Chaat is the specialty at his restaurant, along with pav bhaji, chole bhature, missal thali, and of course panipuri. He received a response beyond expectations in a very short period with the help of social media and advertisements. People from other cities started visiting which was proved when one of his videos got 3.4M+ views while Nashik's population is just 2.4M.

The events took a steep turn just after 1 month in March 2021. This incredible journey from cart to the hotel came back to 0 when the second wave of covid19 struck India and there came a second lockdown. Staff was restricted and many had to be sent away as it wasn't possible to keep the whole lot. But this time, Rohan had a strong will to fight against all odds as he continued to look out for better opportunities. This event turned out to be a comma and not a full stop in his story. He soon joined hands with others and opened the second outlet in September at Mahatama Nagar, Meri Mhasrul in October and is planning for more in the future. On asked about his mantra for success, Rohan proudly states- "Never be afraid of failure, good intentions, consistency, and hard work would take you to unexpected heights".

## **MEET MR ROHAN RAJESH BHALERAO, A KING OF FASTEST GROWING FOOD CHAIN.**

Rohan Rajesh Bhalerao started his dance classes in 2011 also being a part of various celebrity events, he got great fame but very nominal amount. The need for a better income led him to start business events in schools such as annual functions with a huge team of 150+ and a large-scale setup. The event management business was in its full boom in 2015-17. The turnover of this business was in Lakhs and Rohan thought that his life has been settled now. But God had other plans. When the first wave of covid19 hit India by March 2020, every event planned got cancelled due to the lockdown and all this business configuration collapsed. Rohan, along with rest of the India was forced to stay inside due to severe barriers across India. With an extreme extrovert personality and habit of constant socialization, he struggled a lot.

Rohan knew life couldn't stop here and he needs to move on but had no idea where to start. At 3 a.m., his attention grabbed on to something while looking out for some new ideas. He had no idea this would be the beginning of something incredible. He came up with the idea of Panipuri because Panipuri is the heart and soul of Indian fast food, and people were largely craving for it. Therefore, Rohan decided to start his panipuri stall but what he was planning for wasn't that easy. Even when

people started getting used to the new normal after lockdown, there was a constant fear of catching the virus due to improper sanitation. Panipuri usually involves dipping puri in the sweet and sour flavored water by hand, and everyone hesitated if it would still be safe to do so. As it is said, necessity is the mother of invention. Rohan thought of driving a new and hygienic method of eating panipuri at his stall. He designed a self-serving panipuri machine at home. After constant trials of machines and experiments on various Panipuri tastes, his first Panipuri stall was a great success. It didn't take long when he opened his first outlet which turned into a restaurant chain "Shrimat Rasoi" in less than a year at Ashoka Marg which started grabbing customers. His ideas to serve Panipuri with fusion such as cheese court and chocolate for kids received huge popularity. Rohan got this firm registered and got the trademark and this marked the beginning of a great journey. Chaat is the specialty in his restaurant, along with pav bhaji, Chole Bhature, Missal Thali, and of course Panipuri. He received a response beyond expectations in a very short time with the help of social media and advertising. People from other cities began to visit, which was proven when one of his videos got 3.4M+ views, while Nashik's population is only 2.4M.

# MS. VARTIKA GANDHI

*An artist Co-Founder of 'Digi Jugad Private Limited' making intangible ideas visible with digital marketing*

**Do you want to grow your business, generate more leads, and get more sales?**

Digital marketing companies like Digi Jugad Private Limited can help you find your dream clients. Find the best marketing tools and strategies as per your need to enhance your marketing performance.

Popular digital marketing companies can help you achieve your online business goals. With the digital marketplace becoming more competitive than ever, brands need to find creative and effective ways to reach their audience, generate leads, and drive sales.

Digi Jugad is a B2B-focused, strategic & creative marketing and advertising agency that serves ambitious brands with innovative marketing solutions that increases the profits and sales. It is a Startup India recognized marketing startup which has worked with more than 200+ brands and 50+ businesses across the globe in just 2 years. They are a bootstrap marketing startup catering to more than 200+ brands and have built a team of 35+ Jugadus just in 2 years.

## **About the co-founder**

Vartika is the Creative Director and Co-Founder of Digi Jugad Private Limited. Being an artist by birth and a Graphic Designer by profession, she was always inclined towards the creative

side of industry. She is a fan of painting and drawing, and with the guidance of correct mentors, she has been a part of various painting contests. These achievements have given her the necessary confidence to pursue this passion as a career. With the growing need for digital arts and designs, she made a career in Applied Arts with a Fine Arts degree. With constant experiments and applying innovative ideas, she leaped greater heights and learned tons of unique things while graduating.

While in the racetrack of pursuing further studies and switching jobs, Vartika's brain asked her not to run the same track and build a different track to run on her own. Once a friend said to her, "I want to get

selected in a company and with subsequent promotions, I want to move into higher positions," and she responded with certainty that, "I want to be the owner of a firm." As a member of a business family, she always wished to start her own venture. Now with the correct opportunity, she made this dream come true with Digi Jugad Private Limited. The Digi Jugad was finally established in the year 2020 by Mr. Mayur Chandraker and Vartika joined hands with him just after a couple of months.

Today, she is handling the position of head of the design department. She gives the credit of her success to the distinctive projects & team members. They have resulted in an improved version of herself and led her to create



create profitable and innovative branding concepts. Being a designer not only allows her to express through designs and graphics, but it also allows her to make intangible ideas visible. She feels that this part of his career is a great responsibility towards the society. She ensures that this power of expression is properly utilised, and hence makes every effort to do so.

It is really fun and engaging when she helps brands figure out how the visual identity and designing can re-create or establish a brand presence in the market. Visual identity and branding aid in the development of a differentiating factor, which ultimately determines whether or not a brand will thrive.

## A team of innovation

With Digi Jugad, Vartika and her team are giving brands and businesses the opportunity to

rethink and reimagine their digital and marketing strategies. They concentrate on developing and rebuilding new platforms and ideas in order to improve the company's performance.

They have a core team on boarded with the specialists of Digital Marketing, Designing, Management, Business Development, and Website Developer. With a young team of proactive GenZ's, they are constantly striving to deliver the utmost with the digital know-how to generate profitable results

It can be difficult to convey to clients how the marketing tactics and strategies provide results in longer run. Moreover being in a challenging environment, persuading individuals towards the value of marketing and branding is even more challenging. But Digi Jugad has a solution for every new challenge.

Being a multi-disciplinary

agency, they have a full fledged team of Marketing, Designing & Development experts. They engineer creativity using digital & print media to deliver brand solutions that will grow the business.

## Future plans

Since 2020, they have grown from a small marketing agency to a full-fledged 360-degree marketing agency with everything a brand needs for its success. They seek to provide software solutions to brands that reduce human labor, aid in better marketing strategies, and provide a strong visual identity. They have already served to 200+ companies across the globe and managed to beat the existing agencies in their own town within a year, and are looking forward to becoming the finest agency in Central India within two to three years, given industry expansion and competition.

*"I believe experiments and daily learning's advances confidence & leads towards the direction of our dreams with the success"*

-Ms. Vartika Gandhi,  
Co-Founder, Digi Jugad Private Limited



# Zlen

## The Next-generation Startup

Social media privacy is something that the internet lacks. Messaging and other social media activities can disclose some private information. Protecting this private information needs special software or an app.

Zlen is a next-generation application which is a mashup of social media & private messenger, with a focus on privacy, Zlen was launched in January 2020 keeping in mind your private social space with your closest friends where you can message, create polls, put up posts and have unlimited status & display name changes and chatting features, while maintaining your privacy.

There is a blurring of lines between your professional/public life and personal life online now. Right from your office people to the delivery person, everyone has access to you through your mobile. Even on social media you can be found with one click. Zlen is more about keeping your space private. There is no discoverability on Zlen. Unlike other social media platforms, no one can search for you on Zlen by using just your name, phone number, or email address. A person needs to know your unique **Zlen Code** to connect with you. Zlen is not here to replace any existing social media. However, we are here to help create a space for people where they don't have to worry about strangers on the internet but at the same time get to enjoy the experience of socializing with those they trust the most. There is always a sense of obligation on social media; even if you have a private account, people will know that you use the particular app. More often than not, this will put you in a catch 22 situation if someone you know but don't *really* want to connect with approaches you.

Mr. Snehal Gersappa the founder of Zlen is a seasoned industry professional with more than 17 years of experience in Marketing, Sales & Business

Development across Banking and Real Estate sectors in Dubai and Mumbai. He has worked with and led teams across prestigious brands such as The Bajaj Group. In his 17-year stint, he has successfully executed projects worth more than 1500 Cr. Driven by his entrepreneurial spirit, Snehal decided to take the leap and start work on Zlen, an app that gives the best of both social media & private messenger with a focus on privacy. Along with Ashwin Datye, CTO a 20+ years industry veteran in the IT space, Snehal has put together a talented team, who over the last 2 years have been working tirelessly to make the idea of Zlen a reality.

### Future plans of the company

The goal of the startup is to create a safe and secure space for users who are constantly bombarded with random connection requests, sponsored ads, trolls, and the list. A space where they can let their hair down, freely express their opinions, and enjoy moments with their own set of close people. Seed funding was raised in August 2021. The majority of funds are utilized in building a rock-solid team and stable infrastructure.

Zlen plans to create an exclusive space where users want to experience things other than the current overcrowded environment, which is creating mental fatigue amongst other adverse effects. They have already introduced a new feature called the Zlen World, wherein people can share their creations, with the freedom to do so anonymously or with their own name and control how others interact with it. They want to foster a close-knit community of people having similar values. To the community, Zlen will have a chance to be part of exclusive experiences and access to unique offers through tie-ups with both leading & upcoming brands. Zlen is an exclusive community and down the line it will become a paid app or only by invite app



*"Privacy is not just a fad! As social media & messenger has become an integral part of our life, platform owners should not take users' privacy and data for granted. At Zlen Safe environment & Privacy is the central piece around which everything revolves. As we lead this revolution in a new type of social media experience, we hope to create more fulfilling online spaces for people across the world."*

---Snehal R Gersappa (Founder & CEO)

# Ricavi Media

## INDIA'S FASTEST GROWING DIGITAL MARKETING AGENCY!



Digital Marketing is a thriving field without which businesses, whether old or new, will not be able to sustain themselves in the modern age. One such agency - Ricavi Media, based out of Kolkata, India - provides result-oriented marketing strategies and solutions to its clients and helps them boost their business.

Ricavi Media is one of India's fastest growing marketing agency that has worked with 50+ clients from different industries for more than 3 years and has helped these brands reach impeccable heights. Ricavi Media has worked with clients from India, UK, US, the Middle East, and Africa.

When 2021 came to an end, Ricavi Media was overwhelmed to see so many of their clients brushing the canopy of success with their skyrocketing sales and their newfound fame being the talk of the town. However, as laudable as it seemed on the surface level, they knew this success did not come easily. It took them two long years and a lot of blood, sweat, and tears to extract it from the deep abyss of despair. A small agency with big goals of yesterday has now transformed into the most trusted confidante of several Brands across the country today.

From starting out as just a team of three, working for small start-ups in the city to now curating out-of-the-box strategies for some of the most creme Brands, they have come a long way. They attribute this success to their hunger for profound knowledge and their avarice for digging into every unknown terrain to discover the obscure. Throughout their growth journey, they kept interrogating themselves - What are the challenges that businesses face in modern times? How to use Marketing as a tool for driving revenue? What are the ways to identify the target audience and strike the right cord with them? And after persevering for two long years, they were finally able to push their clientele down the cliff of conventional and mundane, into the chasm of extraordinary.

Some of the name brands that they have worked with include India's first LED hair treatment Brand Protouch, India's first Oatmilk Brand Milkin'Oats and India's first Probiotics food Brand GWell'th. With their

over the top ideas and strategies, Ricavi Media helped these Brands boost their Brand awareness, helped them connect with their target audience, and establish a very loyal customer base for them. Having taken care of their entire Branding from scratch, they forged an ever-evolving relationship with potential customers and boosted their Brand visibility globally, hence increasing their revenue.

A result-oriented Marketing agency, Ricavi Media gradually hired more people to join their family: Graphic Designers who could weave imagination into reality, Copywriters who could bring words to life, and Digital Marketers who could cause an uproar in the realm of Marketing with a few clicks of a button! They then won the Marketing mandate for Echt Beauti, a premium vegan Cosmetic Brand that aims to help people make a smooth and affordable switch to Green Beauty.

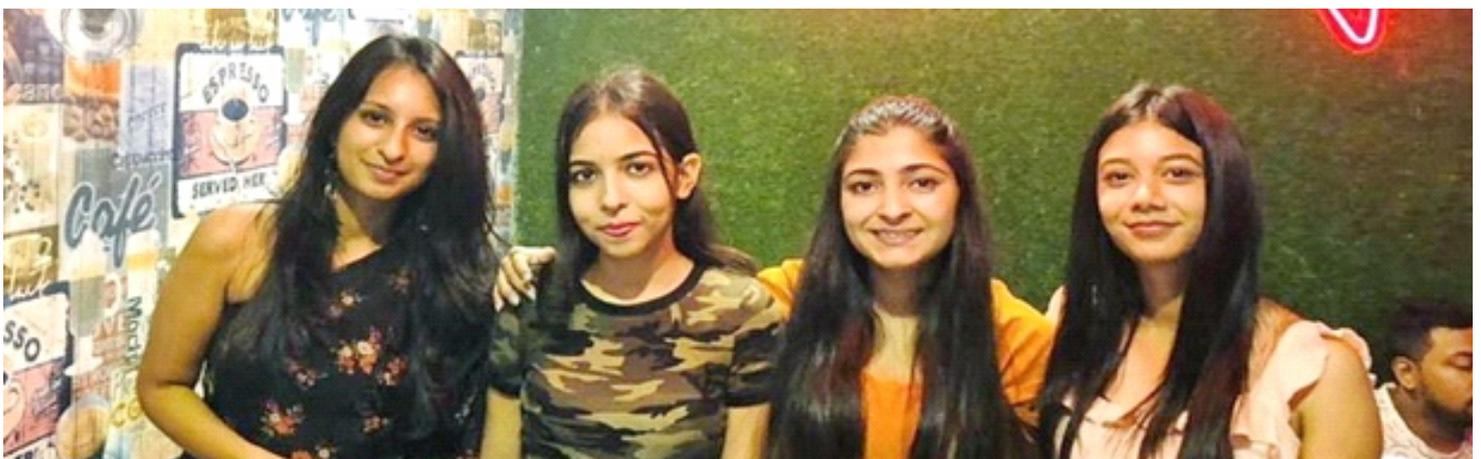
They also onboarded Foodizo - a Maharashtra-based food delivery Brand that connects enthusiastic home chefs with hungry diners. They extensively promoted the Brand by educating the strategically-identified target audience on the importance of homemade food and convinced 6 chefs to come on-board Foodizo within just three weeks. With Ricavi Media's assistance, the Brand managed to leave several competitors behind in the food industry and superseded them in terms of Brand recognition, Brand recall value, and monthly sales. Their greatest breakthrough of all times was to onboard Missfit, a luxury denim brand that is wreaking a havoc in the apparel industry with its high quality, exquisite pieces that are a perfect blend of trendy and comfortable.

Along with social media marketing, they also conducted some of the most impeccable Online Reputation Management campaigns and ROI

driven E-mail Marketing and Influencer Marketing campaigns that were conducive in helping more than 50 Brands skyrocket their sales and roar of success. With clients from the USA, South Africa and Dubai, they also managed to expand their reach Internationally. None of it was a stroke of serendipity but months of sheer tenacity and zealous commitment. Unlike most agencies, Ricavi Media's methodology was to not mindlessly shove the Brand in every passerby's face but to stitch an elaborate route through which they can make the customers feel wanted, heard and cared for.

The pandemic phase was definitely one of the most difficult times for the whole world. The economic pandemonium caused by Covid-19 did make everyone face a few setbacks initially but Ricavi Media continued to surpass all mountains of trials and tribulations with its keen determination, open and brave hearts, and a strong sense of purpose and bounced back stronger, each time. During Covid-19, they not only managed to strengthen their grip in the market but also managed to procure big Brands from several different niches, including Jewellery, Grooming, Skincare, Apparels and Health & Wellness companies. Using their challenges and problems throughout as the fuel to success and strongly believing in 'If your Dreams don't scare you, they are not big enough,' they continued to push themselves beyond their limits.

Despite burning the midnight oil before every festive occasion and having to cater to nearly impossible deadlines, their team of misfits brimming with creative potential managed to spin a tornado in the Digital sphere with their winning attitude and futuristic thinking.



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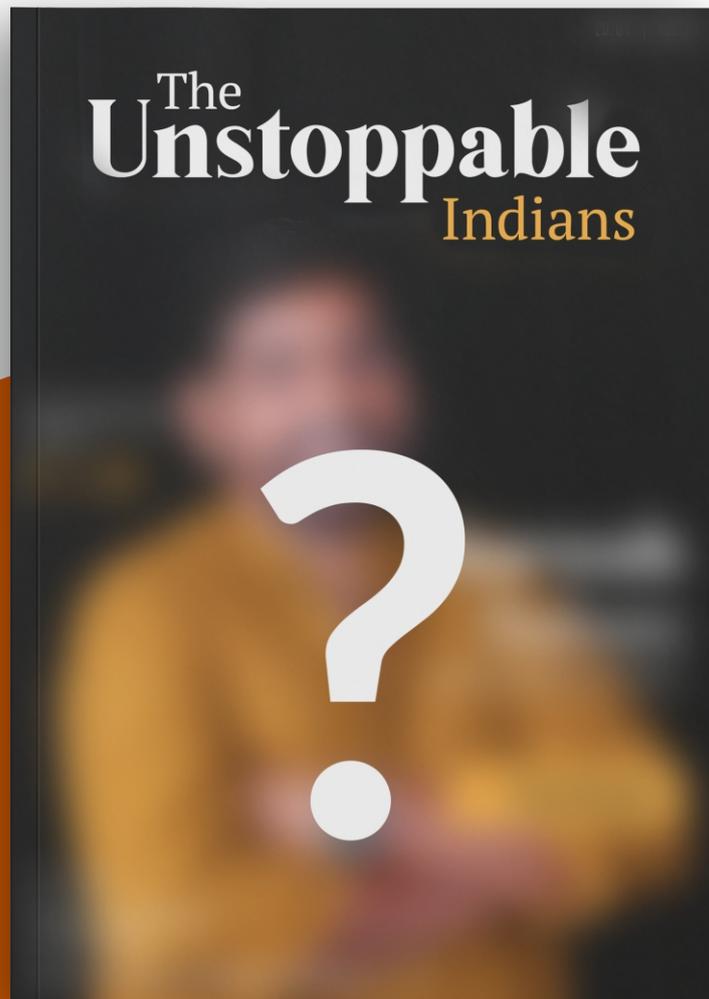
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