

APRIL 2024

# Business Outreach Magazine

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INDIA'S FINTECH SOLUTIONS FOR MSMEs IS NOTHING SHORT OF EXCEPTIONAL

ANALYZING THE INTERESTING BHARAT'S SOLAR POWER GENERATION

DIPESH CHHABARIYA

JAIMIN PANCHAL

ANGAD SINGH PHOKELA

KUNAL SHAH

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## **BHARAT'S NET ZERO PLAN CLARIFIES CHEMICAL SECTOR'S STRATEGIC APPROACH**

**T**he time is now and it is crucial for the economy to adopt environmental sustainability. Global climate concerns have been putting the earth at a higher risk of decaying ecosystems, where a good quality of life is questionable.

Prime Minister Shri Narendra Modi has been an advocate of sustainability and healthier living. His attention towards the holistic practice of yoga not only inspires Bharat, but the globe. At COP26, held in Glasgow in 2021, Shri Narendra Modi committed towards an expected goal of India's net zero by 2070. But in order to achieve this goal, proactive efforts followed with policy implementation should be a monumental step.

Our country's energy demands still significantly align with fossil fuels. The Indian chemical industry is undergoing insightful collaboration in embracing green and sustainable practices. Net-zero emissions can be understood as the relation between the amount of greenhouse gas productions and that which is released to the atmosphere. We think that achieving such crucial balance is essential for the environment to provide a joyful future for the next generations. The chemical industry features a broad spectrum of products, which can express positive impact towards India's carbon footprint.

In 2023, Bharat's chemical industry generated about 7% of the country's GDP. It ranks at 6th position in the list of global chemical industries. Its efficiency encircles domains like agriculture, healthcare along with manufacturing and technological innovations. Apart from any domestic growth, the Indian chemical industry plays an essential part in global trade with supply chains that are interconnected to several continents. Reports indicate that the market valuation of the Indian chemical industry was noted around \$220 billion in FY2022. This valuation is expected to grow to about \$383 billion by 2030. The data indicates a CAGR of about 7.2% from 2023 to 2030.

Some of the industries which are closely aligned with the supply chain system of the chemical industry are pharmaceuticals, construction, polymers and several others. The industry has faced several challenges related to sustainability in the environment. This is because the products involve intense energy-consuming operations that emit greenhouse gasses. Due to the market's initiative to search for environmentally efficient alternatives, the Indian chemical industry is looking towards sustainability and strategic approach. We think that the goal towards net-zero should indicate an evolution towards a low-carbon economy. With support from the government in terms of policy implementation and strategic investment, India will reach new heights of a monumental green economy.

*Rahul Singh*

Rahul Singh,  
Managing Editor

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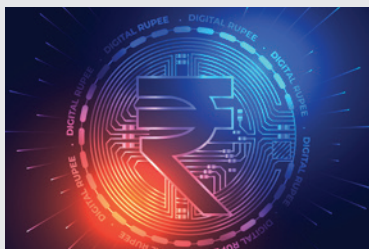
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# INDIA'S FINTECH SOLUTIONS FOR MSMEs IS NOTHING SHORT OF EXCEPTIONAL

**E**merging businesses hugely contribute to the Indian economy. The small and medium-sized businesses occupied a large portion of the Indian market. Their resilience and proactive efforts adds up to the GDP of Bharat, along with generating jobs for individuals. But while scaling their business, MSMEs often find themselves in challenging situations when it comes to managing cash flow, looking towards capital and learning emerging technologies. With fintech solutions navigating the market, MSMEs are finding a pathway to evolve their businesses. With the advancement in technology, fintech evolved the industry with several innovative and financially accessible services.

Bharat's economic growth is optimistic due to the participation from micro, small and medium-sized businesses. These emerging businesses contribute to job generation, exports and the spectrum of India's economic growth. MSMEs cover a pivotal portion of industrial output along with manufacturing employment. Report indicates that there are about 633.9 lakhs MSMEs in Bharat. Out of these, about 99% of the businesses are classified as micro enterprises, as per reports. This number is noted at about 630.5 lakh companies. Looking towards a more streamlined number, about 3.3 lakh of these companies are small businesses, which is about 0.5% of the MSMEs and

about 0.05 lakh medium-sized companies, which accounts for about 0.01% of the total MSMEs. Interestingly, the rural areas of India boast a spectacular business setup with about 324.9 lakh enterprises, according to data. While the urban setting embraces about 309 lakh businesses. But in spite of strong MSMEs establishments, these businesses are reported to often experience challenges, when it comes to accessing capital, setting adequate infrastructure, reaching out to a broad market and upskilling with latest technologies.

With fintech solutions, these challenges can be met efficiently, thus allowing MSMEs to focus on scalability. One of the most beneficial fintech services for MSMEs are using digital technologies for financial solutions. Some of these fintech solutions include digital resources, platforms and emerging applications that could help MSMEs get access to inexpensive financial services. The outlook on fintech products could help these businesses overcome any traditional challenges and evolve towards growth with the modern business ecosystem. Bharat's vibrant economy has MSMEs at the most important position, boosting the GDP, creating jobs and fostering innovation. These emerging businesses often find it overwhelming to secure any capital from banks or financial institutions. This is because of limited assets or lack of any respectable credit history. MSMEs





often struggle with poor supply chains along with tedious paperwork and complicated regulations which restrict any business development. Due to a lack of a strong credit history, reports suggest that MSMEs come across capitals with a higher- borrowing number from NBFCs. Selling equity at an early stage of business growth for securing capital might turn out to be counter-productive.

MSMEs need to strategize in maintaining a sustainable production system along with maintaining product quality. Investing in technology and digital infrastructures could help MSMEs stay updated with market evolution. While understanding consumer perspective, it is important to figure out a strong marketing campaign for products. With thousands of products already available in the market, crafting a brilliant product might not be the only metric for company success. It is important to establish a solid marketing strategy and utilize the right channels for maximum product exposure. Apart from any tax obligations, being disciplined about cash flow management is pivotal. It is important for businesses to supervise balance sheets which provide clarity on cash utilization. Fintech services have modernized the business landscape in India by streamlining several operations. These services look towards credit accessibility, automating any financial processes and

creating seamless payment solutions. Such a system supports startups and emerging businesses expanding their business.

With India, being the third largest country with a stellar startup ecosystem, fintech industry commits several services like banking, lending, wealth management, investing and many others, as per data. The Reserve Bank of India supervises the growing fintech industry, which is growing as a promising sector in India. The fintech companies are highly driven towards research and development and often provide innovative products to stay ahead in the competition. Some of its products include platforms for digital lending, mobile payments tools, invoice financing, digital accounting software and many others. Due to these possibilities, MSMEs can streamline financial systems and empower inexpensive business measures, thus saving money and focusing on scalability.

Fintech solutions have been coming as a convenience for MSMEs with seamless access to services like accessing capital, cash flow management and many others. Furthermore, these services address personalized financial solutions for MSMEs. Fintech is the future of business growth in India. It is important for businesses to adapt to emerging fintech technologies so that it accelerates growth and business development. Bharat stands strong for its MSMEs. **B**



## JAIMIN PANCHAL'S EXPERTISE ON THE MARKETING INDUSTRY DEFINES RESILIENCE WITH HOTCHPOTZ

To reach the point of success, there can be multiple pathways. Just as humans are diverse and compassionate, the road to excellence is vast. Leaders find themselves in an ecosystem that is filled with such

diversity, resilience, compassion and innovation. It is remarkable to understand how their patience and perseverance motivates them to achieve stellar benchmarks of growth and progress. Today, Business Outreach Magazine

collaborates with Jaimin Panchal, whose commitment towards the marketing industry paints a vibrant picture of entrepreneurship and strategic thinking.

Jaimin Panchal founded Hotchpotz in 2019 with a clear vision to provide

industry standard services in branding and marketing. When Jaimin dipped his toes into the industry, his expertise navigated around graphics design and digital marketing. Gradually, fostering upskilling and educating himself on emerging trends, Jaimin Panchal embraced the adventurous path of entrepreneurship. Moving forward is the only way constant and portrays discipline. Jaimin knew from the beginning that his passion towards growth would scale Hotchpotz and set a new testament of marketing services.

There will be roadblocks while walking towards a goal and Jaimin Panchal learned from his experiences. His drive to overcome challenges ultimately emerged Hotchpotz as a people's brand in Ahmedabad. Jaimin Panchal's strategic thinking evolved Hotchpotz into a creative masterpiece that embodies focused-driven results for the clients. Due to Jaimin's leadership, Hotchpotz built into a team of highly expert individuals, who share the same goal of growing the company. When it comes to marketing and content creation, Jaimin Panchal ensured that his team resonates with the deep-rooted empathy that created Hotchpotz.

According to Jaimin Panchal, the power and innovation of a united team always sees the light of entrepreneurial development. Over the years, Jaimin Panchal has invested his energy in acquiring industry experience in graphics design and digital marketing. He pursued education in these two domains which marks a true beacon of self-taught entrepreneurship. Jaimin would like to call himself an 'impact-maker', where his diverse skill set has been helping him acquire multiple areas of expertise in the branding and marketing industry. Due to the client-focused approach Hotchpotz, Jaimin Panchal is successful in creating a lasting impact in the industry.

Since its inception, Hotchpotz have worked with several clients and generated value for them. In Ahmedabad, it is for

the effective strategy of Hotchpotz, a leading educational institute that was able to double their revenue in just a year. Jaimin's creativity and talent also helped grow India's first legal documentation service company in Ahmedabad. By restructuring the company's branding, Jaimin helped this company expand into

plays a pivotal role in understanding the needs of the clients. Jaimin truly appreciates the inspiration that drives the wheel of innovation. He helps his clients with his team of exceptional strategists, creatives and storytellers. But this pathway towards success has also been draped with countless challenges. One of the most overwhelming tasks has been to compete with existing players in the market and offer a unique selling proposition for clients to collaborate with Hotchpotz. Jaimin Panchal was always in the spectrum of funding his dream.



**FOR JAIMIN IT WAS ALWAYS ABOUT HIRING THE TALENT THAT RESONATES WITH THE CORE PRINCIPLES OF HOTCHPOTZ. OUR LIFE OFTEN OFFERS US MOMENTS OF INSPIRATION AND JAIMIN GETS HIGHLY DRIVEN BY THE QUOTE, "YOUR TIME IS LIMITED SO DON'T WASTE IT LIVING OTHER'S LIFE.**

7 additional branches. Hotchpotz is a popular name in Ahmedabad, when it comes to brand and marketing services. Starting the entrepreneurship journey from 15 years of age, Jaimin Panchal has come a long way. After working with more than 35 companies and completing more than 3 highly successful campaigns in just 2022 itself, he took his expertise in Branding and SERPs and took Hotchpotz to the next level.

When it comes to maintaining a long-lasting relationship with clients, Jaimin Panchal has collaborated with a wide range of businesses, irrespective of size. Hotchpotz is a one-stop-shop that provides services in branding, marketing, development, printing, publishing and production. The company

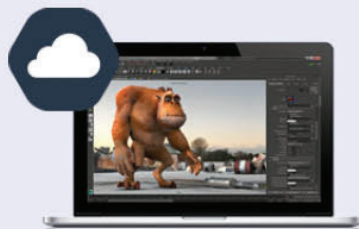


After successfully achieving that, Jaimin focused on creating an effective team. For Jaimin it was always about hiring the talent that resonates with the core principles of Hotchpotz. Our life often offers us moments of inspiration and Jaimin gets highly driven by the quote, "Your time is limited so don't waste it living other's life." -Steve Jobs. Jaimin Panchal believes in the realism of present time and directed his growth by listening to his expertise. He aims to navigate Hotchpotz as a company that provides more than just marketing services. He wants to create a platform which can launch aspiring content creators in this highly saturated and competitive market and make them stand out amongst thousands of others. When we asked Jaimin Panchal on his take on success, he said, "Great ideas are abundant, but without impactful execution, they're just illusions." **E**

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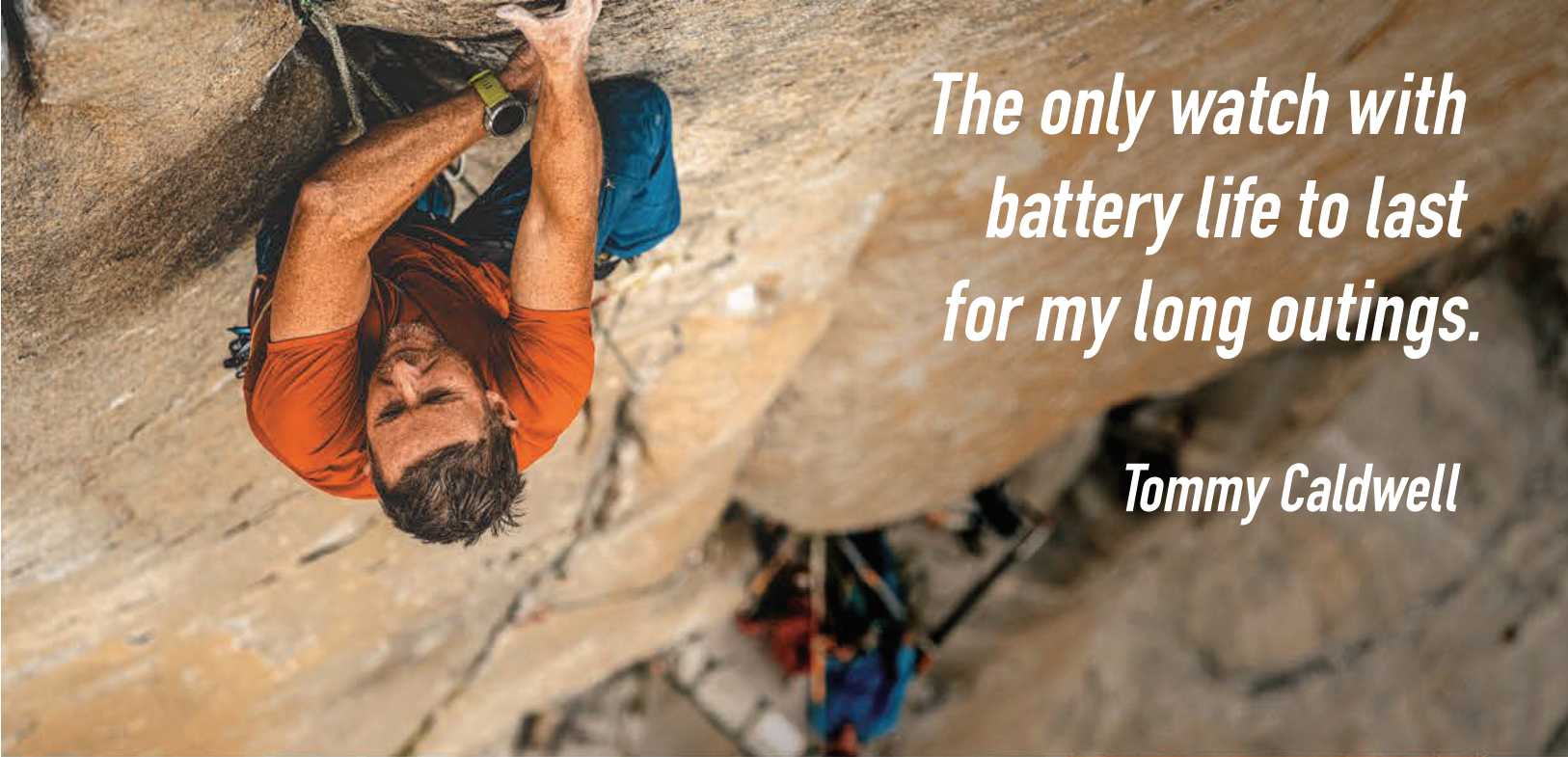


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## UNDERSTANDING TEXTILE AND LEADERSHIP WITH **DIPESH CHHABARIYA AND SUMEET CHHABARIYA**

**W**e grow by helping others and resonating with their compassion and curiosity to succeed in our goals. The very core of human evolution is learning from experiences and taking proactive measures to achieve our purpose in life. Today, Business Outreach Magazine chose to walk with incredible steps of resilience shared by leaders like Dipesh Chhabariya and Sumeet Chhabariya. Being visionaries of the textile industry, Dipesh Chhabariya and Sumeet Chhabariya navigated the pathway of entrepreneurship with clear goals.

Dipesh Chhabariya and Sumeet Chhabariya aim to expand Sainath Textile empowering the 'Make in India' and 'Made in India' initiative of Prime Minister Shri Narendra Modi. Sainath Textile was founded in 1991 with the objective to offer high quality fabrics intertwined within generations of expertise and experience. Under the leadership of Dipesh and Sumeet, Sainath Textiles have bolstered the concept of unstitched dress materials, paper products, woven and non-woven fabrics. Apart from staying committed to the quality of material and customer service, Dipesh and Sumeet understand the demands of the customers. Sainath

Textiles maintains the industry standard material, providing the best quality possible. Dipesh and Sumeet believe that a business thrives depends on its compassion to attend to the demands of the customers. Sainath Textiles follows the SPEED strategy that stands for Super, Performing, Enthusiastic, Energetic and Demanding principles.

Sainath Textile with leaders like Dipesh Chhabariya and Sumeet Chhabariya supports collaboration. They are always up for partnering with other teams willing to invest and starting an effective unity with Sainath Textiles. An interesting point to note was Dipesh and Sumeet’s focus towards creating jobs and embracing scalability of the Indian economy. These leaders clearly look for ‘Atma Nirbhar Bharat’. The inspiration to dive into the fashion industry motivated Dipesh and Sumeet to learn from their forefathers, who succeeded in the textile industry. When it comes to the leadership perspective of Sainath Textiles, Dipesh and Sumeet share about expanding this business to several other verticals. They want to help other startups grow and champion the mission of Viksit Bharat.

It is the people that grow a business and by their shared efforts, a business thrives in the market. Being the asset, the workforce dictates the sustainability of an economy. Dipesh Chhabariya and Sumeet Chhabariya studied Bachelors of Commerce degree from Gujarat University. Additionally, they studied several networking and marketing courses to strengthen their skills. As textile entrepreneurs, Dipesh Chhabariya and Sumeet Chhabariya are trying to make a difference by introducing new quality products, latest trending designs and fabrics that support sustainability and less environmental waste. As a Business-to-Business (B2B) model in Ahmedabad, Sainath Textiles, with the supervision of Dipesh and Sumeet, attended trade fairs and exhibitions They

have received several awards as the best seller, maintaining quality.


There were struggles in entrepreneurship and both Dipesh and Sumeet surpassed those gradually. It took some time to grasp emerging technologies and learning to overcome supply chain management. But with clear purpose, these forward-thinkers aced their entrepreneurial pathway.

Chhabariya have brilliantly evolved in entrepreneurship. It is through their clear vision, Sainath Textiles have emerged as one of the best textile companies in Ahmedabad. To Dipesh and Sumeet, being a job creator is an asset for the nation. The ‘never give attitude’ has always provided clarity and optimism to Dipesh Chhabariya and Sumeet Chhabariya. This perspective has been their principle of success. Most



**THIS PERSPECTIVE HAS BEEN THEIR PRINCIPLE OF SUCCESS. MOST IMPORTANTLY, DIPESH CHHABARIYA AND SUMEET CHHABARIYA ALIGN WITH CREATING A TEAM THAT IS KNOWLEDGEABLE AND SHARES THE SAME VISION OF GROWING SAINATH TEXTILES**

With business growing, Dipesh and Sumeet learned how to overcome issues in deadstock, finding the right partner, maintaining an effective production system and many others. With resilience, Sainath Textiles aims to be one of the top 10 textile companies in the world. Dipesh and Sumeet believe that upcoming entrepreneurs would pick up blueprints of success from their journey. It is true that success comes to those who believe in the journey of hard work. Dipesh Chhabaria and Sumeet

importantly, Dipesh Chhabariya and Sumeet Chhabariya align with creating a team that is knowledgeable and shares the same vision of growing Sainath Textiles. Business Outreach Magazine always appreciates such stellar mindsets which are portrayed by Dipesh and Sumeet. Bharat is growing and creating a magnificent startup ecosystem. With industry leaders like Sainath Textiles, our country shall reach great heights of excellence. 



## ANGAD SINGH PHOKELA'S PASSION TOWARDS DESIGN MARKS STELLAR EXPERTISE

The mind of a creativist circles around gaining more knowledge and excelling in their craft. It is beautiful to appreciate art in any form, especially when it comes to the Art of Architecture. The final product, with its gorgeous appeal, and flawless functionality soothes our senses while art sheds creative excellence. Coming towards the artist, they possess the perception of a wide mindset. It is their passion, experience and expertise that creates a phenomenal architectural concept. Business Outreach Magazine collaborates with Angad Singh Phokela, who is a Principal Design Consultant, working on several interesting projects.

Angad Singh Phokela founded Rurban Design Lab (Iconographic Designs Pvt Ltd) with the aim to provide the above industry standard design and architecture services to a diverse clientele. When it comes to education, Angad Singh Phokela graduated in Architecture and Design from the School of Planning and Architecture, Bhopal and is a Practicing Sustainable & Urban Design



professional. Angad has been contributing his experience of design and architecture on projects with the Ministry of Environment, Forest and Climate Change, Bihar, Ministry of Defense, India, Urban Development Bodies and with many other private organizations. It has been fascinating to analyze Angad's footprint on the Urban Design and Infrastructure Development domain. His acute sense of perfection has helped him work with eminent innovators like Ar. Ranjit Sabikhi, Development Alternatives. Angad Singh Phokela has successfully collaborated on and headed multiple luxury & sensitive projects throughout the country at a very young Age.

When it comes to seeking constant inspiration, Angad Singh Phokela got driven towards this profession during his time, studying at SPA Bhopal. He identified the growth prospects in this industry and noticed a gap. Angad believes that with expert architects, India can witness a design magnificence which could bolster the outlook of the country. When it comes to architecture, there should be equal focus for the rural and urban regions. By founding Rurban Design Lab (Iconographic Designs Pvt Ltd), Angad aims to generate jobs for the young talents and empower equal opportunities for all. In the road of entrepreneurship, hurdles are always a part of the process. When Angad was strategizing to scale Rurban Design Labs, COVID-19 hit the earth. Although there were some setbacks in business, Angad's leadership capabilities helped his company surpass the challenges and initiated the projects.

Angad Singh Phokela admires his job and he has worked tirelessly to achieve this success. He traveled 1000s of kilometers in a car to complete projects, some located in very remote dangerous forests. There was no electricity or phone reception in those areas. But Angad made

sure that those projects saw the light of the day. Such proactive resilience helped RDL grow exponentially. As a Principal Design Consultant, Angad could share his technical expertise remotely. But he chose to travel to different parts of the country to ensure the quality of the service is upheld to the best of his abilities. As the Managing Director of Rurban Design Lab (Iconographic Designs Pvt Ltd), Angad



**DESIGN IS AN  
EMOTION AND YOUR  
STATEMENT. DESIGN  
IS YOUR VOICE AND  
YOUR LANGUAGE.  
BE WISE AND  
CONSCIOUS. IT  
WILL BE THERE FOR  
YEARS AND YEARS  
FOR OTHERS TO SEE  
WHO YOU WERE**

Singh Phokela fosters a stimulating work environment for his team. He has been innovating by using the latest technologies to stay updated on the market trends. RDL, under the supervision of Angad Singh Phokela, has best in class 3D services in the market. They have already switched to BIM (Building Information Modeling) and soon will be delivering AR/VR. RDL is also introducing new construction materials and techniques that can be used on site to optimize construction.

Rurban Design Labs is one of the Very few design practices in India, who have the real time experience of designing and working inside wildlife

sanctuaries, tiger reserves and national parks in India. The company has worked with several government projects like designing a prestigious Group housing for the Senior Officers of Indian Navy at Visakhapatnam, being the BIM Architects to the upcoming NIT Pondicherry, designing the Eco Tourism Master Plan for Valmiki Tiger Reserve, Bihar (only tiger reserve in Bihar), designing the Karkat Garh Eco Park under habitat restoration Master Plan of Kaimur inside Kaimur Wildlife Sanctuary, Doing Urban Design and Redevelopment of Old City Fabric for the Jhansi Smart City and many others.

Due to Angad's distinguished contribution to the architecture industry, he won awards like "Top 10 Urban Planning and Designing Companies 2022" by Industry outlook in 2022, Excellence in Urban Transformation of Existing Spaces by Global Business Reconnect in 2022, Excellence in Designing Hospitality Spaces by Global Business Reconnect in 2023, Most futuristic & Innovative Architecture, Landscape & Design Firm of the Year 2024, North India by Architecture & Interior Design Excellence Award and Conference 2024, Bengaluru, Promising & Trendsetter Architect and Designer of the Year 2024 by Architecture & Interior Design Excellence Award and Conference 2024 Bengaluru and many others. Being a new company, Angad Singh Phokela and his team have been exceeding client expectations and delivering top-notch projects. In spite of entrepreneurial challenges, Angad Singh Phokela believes in a collaborative work ecosystem that enhances the overall growth of the company. We asked Angad Singh Phokela about his take on company growth. He said, "Design is an emotion and your statement. Design is your voice and your language. Be wise and conscious. It will be there for years and years for others to see who you were." **B**



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## RESHAPING THE PURITY OF BEAUTY WITH SHABANAM SAIT, LEADING JAZZBERRY

Our existence is sewed with the fine thread of beauty, compassion and authenticity. No matter how hard the challenges evolve, humanity has learned to coexist and thrive above hurdles. In our lives we all go through countless measures of tasks that can sometimes take a toll on us. But it is the indomitable spirit of the entrepreneurs that brings in front of us, the resilience of humankind. Business Outreach Magazine has never backed down from featuring some of the brightest beacons of courage and leadership. And this time, it shall be no different. The editorial brings to our readers the success story of Shabanam Sait, whose contribution in building Jazzberry, a beauty brand, tells an insightful tale.

Shabanam Sait together with the support of her brother Shifran Sait founded Jazzberry in 2023. Both of them didn't notice how the bond of siblings transitioned into strong monuments of entrepreneurs. Jazzberry came into existence with the goal to inspire society with the grit of Shabanam, who fought against vitiligo and cancer. The judgments of life can be excruciating but it was Shifran, who supported Shabanam through the thick and thin.



***Shabanam and Shifran, being the visionaries they are, note the growth of the cosmetics industry to about 40%.***

Shifran quit his job in order to inspire Shabanam and from the idea of Jazzberry in 2021, the sibling leaders roared success gradually. The cosmetics industry is filled with competition from existing players. But Shifran structural expertise made Shabanam, the holistic ambassador of Jazzberry. Shifran knows that it is Shabanam, who has countless stories to tell of confidence and emotions. It is Shabanam, who is set to inspire hundreds and thousands of people through the tagline of Jazzberry, "where every face tells a different story".

Shabanam and Shifran, being the visionaries they are, note the growth of the cosmetics industry to about 40%. At this pivotal



juncture, Jazzberry will disrupt the diverse market of India with their approach towards diversity and appreciating every skin tone color. Jazzberry is aiming to place a broad product catalog for every customer, who are looking towards quality and affordability. When it comes to education, Shabanam Sait has done MS-IBAT & Shifran has done his MBA in Marketing.

At Jazzberry, Shabanam Sait plays a crucial role in decision and implementation and with Shifran, the company is diving towards innovation and cutting-edge technology formulation. Such an approach could position Jazzberry with a global presence tailored with immense growth. While understanding the perspective of Shabanam Sait, we could decipher that she values self-expression, which motivates her to grow Jazzberry as an inclusive cosmetics brand. [B](#)



SHARED COVER

---

# KUNAL SHAH

→ CHANNELING  
LEADERSHIP THROUGH  
CREATIVITY IN PURE  
VEGETARIAN CUISINES

**T**he way to excel in entrepreneurship can be a journey of success and failure. In life, with every goal being set, we always tend to learn from the experiences. The beauty of leadership is actually thriving amidst these challenges and inspiring emerging entrepreneurs.

In the industry of food and hospitality, the competition is overwhelming. But any business offering value and quality always gets to sustain their objectives of scalability. Today, Business Outreach Magazine dives into sharing one of the most remarkable success stories of Kunal Shah, whose resilience and passion for restaurants elevated his commitment to entrepreneurship.

Kunal Shah founded Crazanto in the busy region of Viman Nagar, Pune. What comes as an exceptional pure veg restaurant oozes positive vibes of cozy and family-friendly ambience. Kunal always had the growing vision

to explore the restaurant industry with strategies to present one of the fine dining restaurants in India. With Crazanto, he not only tapped into limitless opportunities, but also garnered growing appreciation from a diverse clientele. Kunal Shah studied a Master's Degree in Information Technology from New Zealand and resided there for about 4 years. After that, he returned to India and started contributing his global expertise into the family business of corporate financing.

There cannot be any debate regarding Kunal's love for food which motivated him to launch Crazanto in the first place. To him, any career growing individual should always look for opportunities that excites them, challenges them and helps them progress in life. The life of Kunal Shah came with several overbearing circumstances. He had to take full responsibility of the family after the demise of his father and grandfather. Their role in inspiring Kunal Shah was a significant part in his career. But Kunal Shah championed his duties and gradually emerged as the ideal individual of modern society. With Crazanto, Kunal Shah has been exploring several avenues of growth and value-generation. He is looking towards expanding his restaurant business to other regions of India and initiate a successful franchise model for the customers. The self-made entrepreneur seems to be on a winning streak with corporate professionals, family gathering and friends appreciating the food offered by Crazanto. Throughout Kunal's career, his wife played an integral role in his success. Her support amidst all the challenges elevated Kunal towards unparalleled growth.

In just 6 months, Crazanto, under the leadership of Kunal Shah, is putting joy and smiles on the faces of the customers. And this is what Kunal is most passionate about entrepreneurship.

Due to Crazanto's and Kunal Shah's stellar customer service in the food and hospitality industry, they have won awards like Best pure veg restaurant of the year, Best Jain restaurant of the year, nominated by the restaurant awards Goa and Maharashtra and also got featured in Pune Times, where the food critics rated 4 on every aspect of the restaurant. When we analyzed the reason for Kunal Shah's growing success, there were several notable establishments.

on team building and boosting the productivity levels of the company. His calm demeanor has always uplifted a perspective to go with logic and rationale for developing Crazanto. In this journey there have been several roadblocks along the way.

Some of them have been generating sustainable revenue, maintaining industry standards for health and sanitation requirements, maintaining government guidelines along with



**TAKE UP ONE IDEA. MAKE THAT ONE IDEA OF YOUR LIFE, THINKING ABOUT IT, DREAMING ABOUT IT AND ULTIMATELY LIVE IT. LET THE BRAIN, MUSCLES, NERVES, EVERY PART OF YOUR BODY, BE FULL OF THAT IDEA AND JUST LEAVE EVERY OTHER IDEA ALONE. THIS IS THE WAY TO SUCCESS**

He is the leader who respects accountability on his strategic business decisions. Kunal Shah believes that every step could transition into something positive or negative. But an efficient leader like Kunal embraces any learning opportunity from business operations. Another important factor for Kunal is to be observant and open to feedback from team members. Kunal cannot stress enough over the fact of having an open conversation. His analytical prowess helped Crazanto gain great heights of success. In a business, taking calculated decisions are necessary and that takes a lot of courage and confidence. For the best interest of the team and company, Kunal Shah never has second thoughts on making difficult decisions to scale the business. While building Crazanto, Kunal Shah has been focusing heavily

noting profits for the company, retaining staff by giving proper training and sustaining the Crazanto level of food quality and standards. While the journey has a lot to offer to Kunal Shah, he has been so optimistic about growing Crazanto. In any industry, there will be testing time and it shall be the leaders, who will understand what they are up against and curate a solution to tackle rising pain points. Due to this approach, entrepreneurship has been a vibrant ecosystem of creativity and innovation. When we asked Kunal Shah about his take on growth, he said, "Take up one idea. Make that one idea of your life, thinking about it, dreaming about it and ultimately live it. Let the brain, muscles, nerves, every part of your body, be full of that idea and just leave every other idea alone. This is the way to success." **B**

## THE ART OF WEALTH MANAGEMENT WITH RISHABH KHATRI



Preparing for the future is an interesting task that involves taking a strategic approach. When it comes to financial planning, taking informed decisions is a necessary step for an individual. At a time when the economy is volatile, getting advice from experts should help you grow your wealth. This perspective supports an individual stay ahead of the inflation curve and secure their life after retirement. Business Outreach Magazine highly values growth and the knowledge of it which makes us collaborate with Rishabh Khatri, a spectacular financial advisor from Delhi.

Rishabh Khatri founded Finansage, a top-tier wealth management firm, that provides expert services in personalized financial growth. With emerging technologies like Artificial Intelligence garnered with strategies by industry experts, Finansage is revolutionizing the wealth-management industry. For Rishabh Khatri, the most rejuvenating aspect of financial planning is helping other people and understanding the intricacies of numbers. He found his passion towards this industry from a very early age, when he suddenly met with an unexpected turn of

events in his life. As he was resting, Rishabh found great interest in the stock market which gradually inspired him to navigate his career into wealth management.

The responsibilities of a leader and motivator are vast. This is why Rishabh Khatri values the art of entrepreneurship, where the visionary leads their team towards excellence. At Finansage, Rishabh set an effective process for clients. The kind of person Rishabh is someone who aims towards clear goals. And this is what he intends his clients to look forward to as well. The team at Finansage takes a wealth assessment test understanding the current performance of a portfolio. Post that, they get on a free 15 minute call with the client to discuss their goals. This call is from the Finansage team and does not involve customer care or spam calls. Rishabh is vocal about the fact that every individual has different goals and Finansage takes it on a priority to help them.



***Focus on one goal at a time,  
and do all that it takes to  
achieve it***

Pursuing the path of leadership often has its challenges and Rishabh Khatri faced it too. He left his Rs. 40,000/month job to build Finansage in a highly competitive industry. After working with a diverse range of clients, who found immense value from Finansage, the company currently values at about Rs. 64 crore. Rishabh appreciates the fact that the general audience is getting more educated on financial planning. Finansage is looking forward to establishing itself as a comprehensive team for wealth management. Along with services in mutual funds and insurance, the company is going to provide support with tax planning, will and estate planning, post life solutions and many others. When we asked Rishabh Khatri about his note on success, he said, “Focus on one goal at a time, and do all that it takes to achieve it.” **E**



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# 30 UNDER 30 2024

**I**ndia's entrepreneurial ecosystem is thriving with leaders innovating in a diverse range of industries. We are currently moving towards a \$ 5 trillion economy with the help of broad participation from the Government of India, key stakeholders and emerging visionaries.

The Viksit Bharat initiative is progressing and India is setting new standards in the global landscape. The largest democracy

of the world is showcasing the enormous growth for businesses where leaders are dominating in domains like textile, branding and marketing, architecture and design, restaurant, beauty, technology and many more.

Business Outreach Magazine aims to put forward the mindset of these leaders. The editorial team highlights out some of the brightest minds of our age and portrays their business model for growth.



**LEADERS****COMPANY****DESCRIPTION**

Dipesh Chhabariya and  
Sumeet Chhabariya

Sainath Textile

The leaders showing the innovative approach  
in the textile industry.

Jaimin Panchal

Hotchpotz

The visionary empowering resilience in  
branding and marketing industry.

Angad Singh Phokela

Rurban Design Lab

The innovator dominating the real estate and  
design industry with an effective approach.

Kunal Shah

Crazanto

An entrepreneur with remarkable strategies in  
the vegetarian restaurant domain.

Shabanam Sait

Jazzberry

Trailblazing strategies towards the beauty and  
cosmetics industry.

Shubham Agrawal

Agrawal Technologies

The champion strategizing technology with  
emerging businesses.

Momez Quresh

Cosmic Entertainment

Leader championing the art of marketing  
industry.

Rishabh Khatri

Finansage

A leader facilitating immense growth  
and scalability of the finance and wealth  
management industry.

Shiv Sharma

Tradecare

A creative mind scaling the growth of financial  
literacy.

## SCALING BUSINESSES WITH EXCEPTIONAL DIGITAL PRESENCE: **MOMEZ QURESHI** SPEARHEADING COSMIC ENTERTAINMENT

**B**usinesses build the economic structure of a nation. In their sense of having various transactions, it is also important for businesses to stay relevant and value driven. In today's digital economy, one of the most crucial factors to scale a business is to have a stellar digital presence which is engaging and effective at the same time. Cosmic Entertainment- is a creatively driven growth marketing agency with a holistic pool of creative ideas, driven by innovation and analytical thinking executed by forward-thinkers who strategise multiple verticals for business development.

Business Outreach Magazine features Momez Qureshi, whose unparalleled support to various businesses has helped them establish a noteworthy and profit driven digital presence.

Momez Qureshi founded Cosmic Entertainment as Mumbai's top-tier marketing agency. As he recollects his transition in his career from filmmaking to mass-media and communication. As an entrepreneur, Momez Qureshi values the unified efforts of his team. He believes that every company thrives by encouraging learning and development that is tailored with open communication among the team. For Momez, leadership has always been about fostering personal and professional development, which ultimately adds to the success in entrepreneurship.



**Momez Qureshi is proactively looking to expand his business with the help of ever evolving cutting-edge technology**

Momez Qureshi having completed his Bachelors in Mass Media and Communication holds a PG Diploma in Advertising, Public Relations and Marketing Management.

As the CEO of Cosmic Entertainment he contributes to the verticals of performance marketing, brand development, and media planning. He has been always welcoming for individuals, who accelerates innovative thinking and supports the agency's evolution.



In his career spanning over a decade, Momez Qureshi began to take up various independent projects, following a breakthrough with one of India's leading indemnity service providers, he established his own agency, "Cosmic Entertainment," at the age of 24. Coping with every challenge that tested his grit towards his life, Momez has an undefying spirit of excellence and continuous growth.

Cosmic Entertainment offers complete marketing support both on digital and traditional platforms, Performance Marketing, Social Media Marketing, Brand Development, Public Relation, Online Reputation Management (ORM), Search Engine Optimization (SEO), Printing Solutions, Web Development and Maintenance, App Development and many others. In the coming years, Momez Qureshi is proactively looking to expand his business with the help of ever evolving cutting-edge technology. When we reached out to him asking for his two cents on motivation and success, he said, "Do it for yourself and nobody else." **B**



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## BUSINESSES BOLSTERING STRATEGIC ONLINE PRESENCE WITH **SHUBHAM AGRAWAL**

**G**rowth, profitability and innovation are some of the pillars of businesses. Time tells the current tale of the economy, where large, medium and small businesses are learning to be efficient. A fast-paced market demands quick adoption of the latest trends in order to meet the customer demand. Although the world is blessed with the accessibility of data due to the internet, there are several small and medium-sized businesses that still need to adopt technology. Major urban cities usually do not bring forward any roadblocks, when it comes to customer base, resources to scale a business or embracing innovation. But there have been significant gaps in the Tier 2 and Tier 3 cities businesses, which are still relying on traditional methods of growing a business. As a result, there are huge areas of concern, when it comes to expansion.

Business Outreach Magazine aims to bring forward the magnificent entrepreneurial story of Shubham Agrawal, whose innovative mindset and strategic thinking is bridging the gap between technology and businesses in Tier 3 cities. Shubham Agrawal founded Agrawal Technologies in 2020 in Solapur. Currently, the company has scaled to major cities like Jaipur, Hyderabad, Pune, Mumbai, Kolhapur, Sangli, Gurugram, etc, and more than 7 countries in the world like Dubai, the USA, the UK, Australia, Philippines and Nepal. Shubham is a tech enthusiast, whose perspective lies in designing and creating new projects that add value to society.



After working as a freelancer for several years and maintaining a sustainable relationship with his clients, Shubham noticed that businesses in his hometown, Solapur, lacked digital presence. Additionally, these SMEs had to bear the expense of maintaining an online presence with companies that were from cities like Pune, Mumbai, Bangalore and many more. This inspired Shubham to go above and beyond to lay the foundations of Agrawal Technologies. Being a young and vibrant entrepreneur, Shubham Agrawal found it overwhelming to gain market trust. But with grit, he always brought something new to the table that could be cost-effective for his clients. For a company to scale, Shubham focused highly on creating a solid team that shares the same vision to generate value for the society with their products.

The market is rapidly changing and Shubham Agrawal is a step ahead in

learning new technologies and upskilling himself. When it comes to education, Shubham Agrawal has studied B.E in Computer Science & Engineering from Walchand Institute of Technology, Solapur, completed an MBA from Pune University and is planning to pursue a Phd in Consumer Behaviour. Shubham Agrawal made an app for Maharashtra



*The magic you are looking for is in the work you are avoiding*

Government named MahaOne App and another for visually challenged people named Drishti App. Shubham Agrawal has been featured in various Local Newspapers, State Newspapers, awarded by Smart Maharashtra News Channel. Invited as a guest lecturer and judge in various Engg and Management Colleges, featured in various FM channels and also got featured in Global Hues Magazine, Entrepreneurs of India. When we asked Shubham Agrawal on his take on motivation, he said, “The magic you are looking for is in the work you are avoiding.”

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## SHIV SHARMA'S FOCUS LIES TOWARDS IMPARTING FINANCIAL KNOWLEDGE

**G**etting to learn about finance is the need of the hour. With the economy getting challenging, we need to understand how money works for itself. Business Outreach Magazine appreciates the growth of the community. And a community which can grasp the concept of financial literacy portrays immense national growth. Today we want our readers to look into the inspiring story of Shiv Sharma, who has been mentoring about the Indian financial markets, especially in the area of technical analysis.

Shiv Sharma founded Tradecare to provide resources courses and clarity to support emerging traders with the tools which could help them succeed in the industry of trading. Due to Shiv's expertise in the trading domain, he was

It was with just Rs. 500 that Shiv Sharma started his trading journey. In just more than a year, his expert analysis helped him grow the money to about Rs. 7 lakh. But in spite of such success, Shiv experienced a severe financial loss which made him realize the volatility of the market. To educate more curious individuals, Shiv founded Tradecare. He wants traders to understand about the complexities of any financial growth and be financially literate to make any decisions. With the right support and help from Shiv Sharma, individuals can learn about resilience and taking calculated steps to scale their goals.

At Tradecare, learners can experience real-time live class which enhances collaboration and increased interaction.



***The inspiration behind Tradecare is the belief that every Indian should understand the stock market. Financial literacy is empowerment, and by demystifying the complexities of the stock market, we aim to equip individuals with the knowledge and confidence to navigate the world of investing***

approached by multiple individuals for guidance. Noticing such upsurge in demand, Shiv Sharma created Tradecare to help others in growing as a trader. It is fascinating to understand from Shiv's experience how the company was built on the pillars of enthusiasm and commitment towards the financial domain.

They can ask questions to experts and get immediate feedback. The live classes also enable individuals to stay updated with the market trends and stay ahead in the learning curve. When we asked Shiv Sharma about his thoughts on inspiration, he said, "The inspiration behind Tradecare is the belief that every Indian



should understand the stock market. Financial literacy is empowerment, and by demystifying the complexities of the stock market, we aim to equip individuals with the knowledge and confidence to navigate the world of investing." Such commitment and passion towards the industry elevates Shiv Sharma to being an exceptional leader, a fascinating innovator and a stellar visionary, who aims to take Tradecare to new heights of success. **B**





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# ANALYZING THE INTERESTING BHARAT'S SOLAR POWER GENERATION



**B**harat's aim towards sustainable development goals indicates a strong step for clean energy. With an objective to strengthen renewable energy resources, India is eyeing for solar power in order to meet rising electricity demands. We think that increased participation of stakeholders in the solar power industry could help the nation achieve net zero. According to the 14th National Electricity Plan (NEP14) that was introduced around May 2023, the plan indicates the

electric generation output to double in capacity by 2032. The energy sector of India is set to grow exponentially, especially in the solar energy sector. We think that with the help of relevant policies, government support and stakeholder participation, the environmental and national economic benefits are impressive.

The government is moving forward to boost solar adoption that could necessarily advocate for a clean energy initiative. Since 2017, the energy sector in India has undergone significant

innovation. At that time, solar energy constituted about 1% of the power sector as coal-generated power dominated the market. The 14th National Electricity Plan notes several ambitious goals for Bharat looking towards clean energy initiatives. Upon rendering successfully on these plans, India's solar power capacity could increase from 5% to about 25% from 2022 to 2032. Such a step marks optimistic expansion as India is planning to double its energy capacity from 399.5GW in 2022 to about 849 GW by 2032. The NEP14 highly focuses on clean energy, specific to solar power that could grow from 66.78 GW in 2023 to about 366 GW in 2032. The solar power capacity of India is projected to grow at a CAGR of about 22.7% from 2023 to 2027. By 2027, the nation plans to reach the initial benchmark of 185.6 GW, which is expected to grow to about 364.6 GW by 2032.

We think with the rise in climate concern and environmental degradation, solar energy could evolve the power generation landscape with a monumental shift towards cleaner alternatives. Sustainability and efficiency are two most pivotal factors for renewable energy. Solar energy offers benefits like cleaner and greener power outputs, produces electricity without spreading any harmful pollutants and making the environment sustainable. With the emergence of solar energy, power generation could be streamlined from traditional sources. By creating a balancing ecosystem, the energy sector creates a more sustainable ecosystem. Solar power products are also low in maintenance. Some of it includes occasionally cleaning about 2 times a year and replacing inverters after about 5 years to 10 years. Data indicates that solar power is safe when compared to conventional energy resources. It is much more reliable in terms of usage. We think that one of the most important factors to adopt solar energy is reduction in electricity bills. Although this depends on individual consumptions and total requirement of electricity.

Solar energy is versatile and can be used in diverse sectors. Solar power can generate heat and electricity from thermal technology, be used for industrial purposes, support a clean supply of water and meet household demands. In a world of strained resources, solar energy is a reliable, sustainable and clean source of power. Due to the impressive adoption of solar

Semiconductors (SPECS). Such support from the government fosters local manufacturing and inspires the nation to move ahead towards 'Viksit Bharat'. The Government of India announced a \$30 billion package to build an interstate transmission network. The NEP14 plan highly focuses on financing the energy sector with RBI's guidelines and including renewable energy to the priority



**India is planning to achieve about 500 GW of non fossil-fuel focused energy by 2030. This includes 280 GW of solar power and about 140 GW of wind power**

power, technological innovation has paved the way for modernized systems. With current progress in solar power, industrial development is expected to reach great heights, thus providing a sustainable energy source. By using solar panels, it not only promotes saving electricity, but also helps the environment thrive with a cleaner atmosphere. The rise in the solar power industry indicates manufacturing of solar modules and producing upstream raw products that are dependent on countries like Europe and China. In order to be self-reliant, India has launched projects like Production Linked Incentive (PLI) and the Scheme for Promotion of Manufacturing of Electronics Components and

lending division. The Government of India is focusing towards shifting to solar power due to the rise in environmental concerns. This should also move towards reducing carbon footprint. India is planning to achieve about 500 GW of non fossil-fuel focused energy by 2030. This includes 280 GW of solar power and about 140 GW of wind power. With the emerging technologies, India is set to revolutionize the solar energy sector. The ambitious plan for renewable energy also includes India's strategy to devote 50% of its total output in energy from renewable sources. As per data, we believe that the solar power sector will generate jobs and foster economic growth. This industry is expected to provide about 5 to 6 million jobs by 2030. **B**



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