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OUTLOOK BUSINESS

August 2021



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THE INCREDIBLE JOURNEYS TO ACHIEVE AGAINST ALL ODDS

It is just a few of many who represent them in their achievements



OUTLOOK BUSINESS
INITIATIVE

OVERVIEW

Our stricken history shows no dearth of stories extraordinary of people achieving things usual souls thought would be beyond human accomplishment. There is no dearth of such motivating stories inspiring future generations to tread the incredible and untraversed paths. This issue is a collection of stories of such incredible achievers who are unique and improbable in their own ranks and fields. They are role models for the generations to study and learn. They are here to stay in our history books.

OUTLOOK BUSINESS

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IN ASSOCIATION WITH

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CONTENTS



02

Dr Aneel Kashi Murarka
MIRACHEM INDUSTRIES

05

Uday Raj
AMAR POLYFILS PVT. LTD.

08

Narendra Goel
SBPIL

10

Jayesh Desai
RAJHANS (DESAI-JAIN) GROUP

12

Mayank Shah
GLOBAL STONES PVT. LTD

14

Govind Beriwal
SHYAM STEEL INDUSTRIES LTD

16

Manodh Mohan
SKYISLIMIT TECHNOLOGIES
PVT. LTD.

18

Sneha Rakesh
AKARMAX TECH PVT LTD

20

Ruchika
RUCHOKS

22

Ponni M Concessao
ARCHITECT

24

Prahaladbhai Shivramabhai Patel
PSP PROJECTS LIMITED

26

Archana Suresh Kute
THE KUTE GROUP

28

Arvind Goenka
RMG POLYVINYL INDIA LIMITED

30

Aryen Suresh Kute
OAO INFO INDIA PVT. LTD.

32

K.Shaymprasad
VIDYA HERBS PVT LTD

34

Jai Mrug
M76 ANALYTIC

36

Dr. Sanjeev Gupta
SKGC INFRAPROJECTS.

38

Tulips
SUPERSHVA

40

Bhavin Shah
I.M.POSSIBLE TRAINING
SOLUTIONS

42

Yashovardhan Gupta
TORERO CORPORATION
PVT. LTD.

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THE RAJHANS (DESAI- JAIN) GROUP SPREAD HAPPINESS THROUGH BUSINESSES

THE GROUP WITH BUSINESSES

- REALTY
- CONFECTIONERY
- ENTERTAINMENT
- E-COMMERCE
- TEXTILE
- HOSPITALITY

HAS EMERGED AS ONE OF THE BEST SUCCESS STORIES POST LIBERALISATION.

Rajhans (Desai-Jain) Group is a Rs 4500 crore business conglomerate that believes in ‘thinking big,’ as its founder Jayesh Desai reiterates on every occasion to his team and family. No wonder his role model is Late Dhirubhai Ambani, who had always dreamt ‘Big.’

Desai follows this principle and is confident that he would be listed amongst one of the top 10 industrialists in the country. His confidence emanates from the fact that he does not just dream big, but he also worked with conviction in what he believed. It is the reason for the success of this Group.

His story perfectly fits the cliché ‘a rags-to-riches tale.’

Desai is well known as the businessman who purchased Ferrari from Sachin Tendulkar. As a child, born in a village, Parvadi, in Bhavnagar, Gujarat, he was keen to support his father even as a young boy, since he realised that his lower-middle class family struggled to make ends meet. Desai points to two critical events in his life that changed his thinking from survival to thinking big—one when he sold potatoes after his school. Second, when he had only Rs.300 in his pocket when he came to the Diamond city of Surat, Gujarat.

Between these two episodes lie hundreds of thousands of compromises, struggles, sleepless nights and unswerving dedication! He remained unstoppable, courageous and excited

for his every next endeavour. Desai is still as ambitious as he used to be when he first came to Surat. “I want to see my Rajhans (Desai-Jain) Group listed in one of the top ten industrial houses in India,” says Jayesh Desai, Chairman, Rajhans (Desai-Jain) Group.

Over the years, he has expanded his business interests in Realty, Entertainment, Textile, Hospitality, Confectionery, and E-commerce businesses, which began from a small edible oil factory in 1996.

He is a man of dynamism and energy who brings passion to everything he does. With his strong business acumen and versatile experience, he has been the driving force behind Group’s multifarious activities through his sharp vision. Desai has absolute know-how for spotting business opportunities. He has built a strong team and employs more than 4000 people directly and indirectly. What matters to him most is ‘customer happiness through delightful products and services, and hence, he unconditionally leaves no stone unturned for the same.

Real Estate

Under his commendable leadership, Rajhans has carved out a niche and is respected as the most trusted name in the real estate arena. Following the timely success and remarkable milestones, the Group entered upon the thriving business of Real Estate.

In about a decade, the Group has undertaken various projects ranging from high-rise apartments, rowhouses, shopping malls, weekend villas, weekend studio apartments, transport hubs and textile parks. The construction sites of Rajhans Realty have been spread over millions of square feet, exemplifying the ultimate phase of modern structures. The proof for the same lies in various awards bagged by Rajhans Realty from different industry bodies such as CREDAI, Brands Academy etc.

With a proven track record of success backed up by strong business insights, Desai heads planning and

strategic business development in the Group. He plays a vital role in developing business strategies for every vertical of the Group. He is a man with a vision and a mission having an in-built quality of making most of every business opportunity at optimum level.

Confectionery

With an aim to scaling new heights, the Group has penetrated the most enthralling Confectionery Industry by setting up an international-standard chocolate factory, ‘Schmitten’, in a 2,50,000 sq ft of built-up area. Such an enormous facility makes Rajhans Nutriments one of India’s third-largest chocolate factories.

With all the best-in-class facilities, quality control units and expert chocolate-makers, Schmitten imports the finest cocoa from Ghana and employs superior European technology with a range of machinery sourced from the UK, Denmark, Germany, Belgium and Switzerland.

Brand Schmitten and its sub-brand Hoppits are perfectly moulded into heavenly indulgence while wrapping the chocoholics in a taste of luxury like never before. International icon Priyanka Chopra and Siddharth Malhotra were the brand ambassadors for Schmitten and Hoppits, respectively. With Schmitten, Rajhans (Desai-Jain) Group is on a mission to spread sweetness across the world with distinctive taste.

Entertainment

The enthusiasm and far-sightedness of the management gave a new direction in the entertainment industry of Gujarat by establishing a state-of-the-art cinema house in Surat. Committed to providing extremely modern entertainment services, Rajhans Cinemas offer hassle-free ticket booking, ideal seating arrangements, snack station, high-definition screens and pin-sharp surround sound to serve an immersive cinematic experience.



JAYESH DESAI
Chairman,
Rajhans (Desai-Jain) Group

Rajhans Cinemas are now coming up in others states such as Himachal Pradesh, Delhi and Madhya Pradesh. Today, Rajhans Cinemas operate 25 multiplexes with 80 screens in major cities with a vision to total its entertainment wing to 50 multiplexes with 120 screens by 2022 end.

Textile

The Group further strengthened its position in the Textile Industry by setting up a dyeing-processing mill at Kadodara, Surat. Today, the Group’s textile units can produce over 2 lakh meters of textile goods with further operation plans in the high-end linen, shirting and trouser segment.

Hospitality

Encouraged by the philosophy of ‘Atithi Devo Bhava’, the Group envisioned enormous scope in the Hospitality Industry. Today, Rajhans Hospitality has become one of the leading names which offer quality food and services in the hospitality sector.

E-Commerce

After witnessing the idle capacities in the market, the Group came up with an innovative idea that would embark on a new journey of capacity in utilisation. With ‘Shareconomy’, capacity owners and capacity seekers can effectively strike mutually beneficial deals. It is such a smart platform that is poised to revolutionise the way people do business.

Family and Employees: His Core support

Desai credits his success to his wife, who has been with him in every high and low of life.

Desai says that he is what his employees have made him today and are like his family and that’s why he does his best to provide them with every possible facility. Even during the lockdown periods when businesses came to a halt, he fulfilled his promise and credited uninterrupted salaries for his employees.

“I am fortunate to be loved so much by my people, and that’s enough for me to take the next step, risk the next avenue and reach the new heights,” says Desai.

According to him, it’s not a leader who makes a difference, but it’s the teamwork that makes things work wonder.