

Perfect business sense

Through their single-minded devotion to their business, they have given us a reason to celebrate the abundance of entrepreneurial acumen in Noida. Lensman *Vinod Kumar* captures these Icons in action at the unveiling of the coffee table book - Icons



Rama Raman (left) presenting the award to **Harish Sharma**, MD, Aadhar Group



Mohit Arora (right), director, Supertech Limited accepting the award



Asheesh Sethi (right), chairman, Noshe Oceanic Group taking the award



Sandeep Marwah (right), founder, Aaft receiving the award



Atul Temurnikar (right), chairman and co-founder, GIIS collecting the award



Dhiraj Jain (right), director, Mahagun Group receiving the award



Amar Sinha (right), executive director, Wave Group accepting the award



Rama Raman, chairman and CEO, Noida and Greater Noida Authority sharing his views

Propelling the law of nature

Ashish Kumar, the managing director of Schwabe India is determined to take the company forward to be at the forefront of natural medicinal products



The journey of the company started from a small dispensary called Willmar Schwabe's Central Homoeopathic Dispensary and a publication of Pharmacopoeia Homoeopathica Polyglotta. Very early, the homeopathy medicine coming from this dispensary gained worldwide recognition. Today, Dr Willmar Schwabe India Pvt Ltd is one of the largest names in the world in the field of homeopathy.

In India, homeopathy is considered to be one of the safest medications. Its slow but steady result is appreci-

ated since time immemorial. Seeing the growing Indian market, the need to establish a manufacturing facility of Dr Willmar Schwabe India Pvt Ltd in India was felt. That is how Schwabe forayed into the Indian market. The brand entered the country with the aim to provide quality products at affordable Indian price. A one-of-its-kind manufacturing plant of the company was then set up in Noida, Uttar Pradesh which started its operation in 1997. The plant deploys the best of technologies available worldwide.

Making sure that the quality is not neglected, everything is at par with the standards followed elsewhere in the world. Schwabe imparts high grade training to its employees in the original German homoeopathic formulations, while respecting the local legal framework.

Ever since its entry in India, the brand has seen growth. Taking the legacy forward, Ashish Kumar, managing director is shouldering all the responsibilities of Schwabe India and is the main face of the company in the country. If you are not willing to risk the unusual, you will have to settle for the ordinary. And, Kumar was never amongst those who would settle for the ordinary. He joined Schwabe five years back and since then there has been no looking back.

Innovation is their key to success

Maintaining quality and innovation can make any brand successful. It is something Supertech Limited too believes in and practices

India's leading real estate developer, Supertech was founded in 1988 and since then has been scaling new heights with each passing day. The company has set new trends of architectural finesse in the contemporary global scenario touching the horizons of excellence. Established under the dynamic leadership of RK Arora, chairman and managing director, Supertech Limited, the organisation has created various landmark projects.

Talking about their initial journey and their first project, Mohit Arora, director, Supertech Limited shares, "My father started his career with a job as an engineer with a construction company. From there on, he got into civil contracting business and did that for a few years. In 1988, he started his own real estate business. Our first project was Supertech Homes, which was a series of 25 three-storey apartment buildings. Our first big group housing project was Supertech Residency in Vaishali. So, we started from here and have today grown and expanded into many areas."

Today, the company has 38 ongoing projects across Delhi NCR, Meerut, Moradabad, Rudrapur, Haridwar and Bengaluru. It has already converted more than 33 million sq ft land into residential and commercial spaces. With projects worth Rs18,000 crore in hand, the company has



over 90 million square feet under construction. The leaders and skilled professionals of the company have worked towards launching out-of-the-league projects to take real estate sector to the next level. Supertech pioneered the concept of mixed-use land development in India and to come up with high rise constructions in North India.

Talking about the group's philosophy and unique selling proposition, Arora says, "Our USP or philosophy is innovation in the real estate industry."

Winner all the way

Asheesh Sethi is a perfect example of a self-made man who has achieved immense success and fame with dedication and passion towards his work

Nothing tastes better than success. And if success has been achieved with one's own determination and perseverance, it is a different high altogether. Asheesh Sethi, chairman of Noshe Oceanic Advertising is one success story that needs to be told again and again. A business that started off on a small scale as a mere necessity turned into a passion and has today become a super success, becoming an inspiration for many.

In 1989, at the young age of just 19, Sethi set up Noshe Oceanic as an advertisement collection agency in Daryaganj, New Delhi for the Indian Express Group. This was his first entrepreneurial step. Noshe Oceanic is the pioneer in retail advertising. In earlier times, there wasn't much advertising in the retail sector. Sethi soon picked up a few accounts and then the journey just went on towards success.

Sethi's continued focus on retail led him to become the most successful advertising agency in the segment. He shares, "When we started, it was a one man army. I picked up my first account of a small little store New Ways Department in Chandni Chowk. Then the client list just kept getting bigger." The focus on retail did not change in the first 15 years. However, today the company has more than 140 clients in retail. It represents almost every retail store in North India and also some in South India. As the company grew, so did the client list in various other sectors beyond retail, including real estate. So, from mom and pop stores to SMEs to some Fortune 500 companies, Noshe managed to expand in every way possible. It also took its clients to a more organised platform.

His plush office in Noida is an exquisite place and they are proud to be India's first advertising agency to have an in-house production house. "We have everything in-house, we created the entire facility here so that there is a backward integration and a 360 degree offering in the real sense," he says.



Achieving excellence in education

GIIS adopts a futuristic approach to education to ensure young minds gain skills to face the uncertainties of an emerging knowledge society

Singapore-based Global Schools Foundation (GSF) started their first school in 2002 with the name Global Indian International School (GIIS) in Singapore with 50 students. Today after 12 years, they have more than 4500 students in three campuses of Singapore. The school now has an international network of 20 campuses across 7 countries. GIIS' proven education excellence practices and teaching methodologies have transcended across borders from its base in Singapore, to countries across South East Asia and the Middle East, benefitting students from diverse nationalities. "With a view to foster our students into responsible men and women of tomorrow, the foundation was formed. My mission is to nurture minds who will be leaders of distinction, committed to spirit of excellence, through high quality education imparted by globally experienced, caring teachers building strong virtues and values while focusing on all round development, creativity and entrepreneurship," says the man behind the idea, Atul Temurnikar, chairman and co-founder, GSF.



level, by inculcating global values and preparing them to face challenges ahead.

Academic deliverance is one of the key USP of GIIS. They have a programme known as Global Knowledge Exchange Programme, wherein they organise video conferences connecting all the 20 campuses in 7 countries. "Every week we have three classes where students of Noida would connect with students of Japan, Singapore, Malaysia and other Indian campuses for collaborative and participative learning. This gives them a global edge," he shares.

An entertainer par excellence

Sandeep Marwah of Film City, Noida is grooming media professionals to take the lead in media

A pass out of Sardar Patel Vidyalaya, one of the best schools of Delhi, Sandeep Marwah was an all rounder and an outstanding student of the school. He would participate in all activities of the school including theatre, recitation, sports, debate, etc. "My professional training of theatre took place in my school itself. I was the disciple of renowned theatre genius BV Karant, Meena Williams, Nadira Zaheer and Uma Shankar Chandola. Karant happened to be my Hindi teacher and class teacher too. So, in a way I did my NSD in my school itself. I was a fully trained artist when I left my school. That is how I joined NSD. During all these years I was involved with a theatre group he constituted with Nadira Zaheer, Anupam Kher, Pankaj Kapoor, Raj Babbar, Vijay Kayshap, Dolly Ahluwalia, etc., as its members. This group conducted

so happy that I could do it," he shares. Starting out as a young boy, Marwah had big dreams like any other person his age, but he also had the vision to realise his dreams. Back then, it was always Mumbai which was the hub of films and television. No one even imagined that these two mediums could ever come to North India. Marwah brought in a kind of revolution by establishing Film City here. Now, it is the hub of the media and entertainment industry. In 1988, Marwah Studio was born and after that there was no looking back. He started his journey with Doordarshan commissioned serials and a few ads. In a span of 25 years, Marwah has churned out 4500 television programs, 150 feature films and 5000 training films and 12000 media professionals. Marwah Studio has turned into the 'maternity hospital' for all the channels in India.

