WHERE HERITAGE WEARS THE CROWN

TOP 60 BUSINESS LEADERS

HYBIZ TV®

India's Leading Online Business TV

Behind every enduring enterprise stands a visionary who dared to imagine tomorrow before the world could see it.

VISIONARIES WHO SHAPED OUR *World*

The story of human progress is, in many ways, the story of visionaries—individuals who looked beyond the horizon of their time and imagined a future that others could not yet see. They challenged convention, embraced uncertainty, and transformed ideas into enterprises that have influenced industries, economies, and societies across generations. This book celebrates such individuals. Within these pages are the stories of leaders whose journeys transcend geography, gender, industry, and era. From pioneering Indian industrialists who helped shape a nation's economic destiny to global business icons whose innovations transformed the way we live and work; from family-owned enterprises that preserved values while building enduring institutions to women entrepreneurs who shattered barriers and redefined leadership—each story represents a remarkable chapter in the evolving narrative of enterprise. What makes these individuals legendary is not merely their success. Markets rise and fall, industries evolve, and fortunes change with time. True legends are distinguished by something far more enduring: the ability to create value beyond themselves. They build institutions that outlast generations, inspire millions through their vision, create opportunities for others, and leave behind legacies that continue to influence the world long after their own journeys have been written into history. The paths they traveled were rarely straightforward. Their achievements were shaped by moments of uncertainty, setbacks, difficult choices, and extraordinary perseverance. Yet within these challenges lay the qualities that define exceptional leadership - courage in the face of adversity, conviction in the pursuit of purpose, resilience amid change, and an unwavering commitment to excellence. The stories in this collection remind us that business is not solely about commerce. At its highest expression, it is a force for transformation. It drives innovation, creates livelihoods, empowers communities, and contributes to the advancement of society. The enterprises built by these leaders have generated more than economic value; they have created social impact, fostered innovation, and helped shape the aspirations of generations.This volume is therefore more than a tribute to business achievement. It is a celebration of the human spirit—the capacity to dream boldly, build relentlessly, and lead with vision. It invites us to reflect on the qualities that unite great leaders across cultures and continents: integrity, perseverance, curiosity, responsibility, and the courage to embrace change. As you turn these pages, you will read stories of ambition and achievement, but also of purpose and character. You will discover that behind every iconic enterprise lies a human story—one of determination, sacrifice, innovation, and belief. Whether you are an entrepreneur, a business leader, a student, or simply an admirer of remarkable achievements, may this collection inspire you to think beyond limitations, pursue excellence with purpose, and recognize the profound impact that visionary leadership can have on the world. For in every generation, there are those who do more than build businesses. They build futures. They create possibilities. And in doing so, they become legends.

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A Vision That Saw Business Beyond the Headlines

> **Every business has a story. Every entrepreneur has a journey. Hybiz set out to tell them.**

There are moments in history when technology quietly changes the way stories are told.

The late 2000s was one such moment. The internet was beginning to reshape communication, online video was still an emerging medium, and India's business landscape was entering an era of unprecedented growth. Yet, amidst the changing media environment, the stories of entrepreneurs, innovators, and industry builders remained largely overshadowed by the daily churn of politics, entertainment, and breaking news.

It was in this moment that a new vision emerged.

Rajgopal Madisetty, a media professional with more than a decade of experience in print journalism, believed that business deserved a platform of its own—a platform where enterprise could inspire enterprise.

In 2009–2010, that vision became reality with the launch of Hybiz TV.

Not as another television channel.

But as one of India's earliest digital-first business video platforms.

Business is not merely about numbers.
It is about people, ideas, and the courage to build.

From the very beginning, Hybiz chose a different path.

Instead of competing for headlines,
it focused on conversations.

Instead of sensationalism,
it chose substance.

Entrepreneurs shared their dreams.
CEOs discussed strategy. Start-ups introduced innovation. Industry experts explained emerging trends. Businesses found a platform where their voices could be heard directly, authentically, and without distraction.

Long before digital storytelling became the norm, Hybiz was already creating it.

16+
Years of Impact

Millions
Likes Reached

2 Lakh+
Business Video Library

25,000+
Exclusive Interviews

2,700+
Live Events Covered

70+
Business Associations Supported

120+
Awards & Recognitions

Building a Business Ecosystem

As India's economy diversified, so did Hybiz.

What started as a focused business channel gradually evolved into a comprehensive communication platform, covering industries that shape everyday life—healthcare, education, technology, manufacturing, infrastructure, retail, entrepreneurship, and innovation.

Every interview became a conversation.

Every event became a story.

Every success became an opportunity to inspire others.

Businesses no longer looked at Hybiz simply as a media outlet.

They saw it as a communication partner.

Beyond Broadcasting

Visibility creates opportunity. Recognition creates legacy.

Over the years, Hybiz expanded far beyond journalism.

Corporate films.

Leadership conversations.

Brand storytelling.

Industry conferences.

Product launches.

Business promotions.

Strategic communication.

The platform evolved into a complete media ecosystem where organizations could communicate, connect, and build lasting credibility.

Celebrating Excellence

Some achievements deserve more than applause.

They deserve to be remembered.

Recognising this, Dr. Sandhya Rani created platforms that celebrated excellence across diverse fields through initiatives including the Business Excellence Awards, Healthcare Awards, Educational Excellence Awards, Media Awards, Women's Leadership Awards, and Food Awards along with innovative flagship events like Tea Making Championship and Blind Folded Ice-Cream Tasting Challenge.

These events became more than award ceremonies.

They became celebrations of determination, innovation, and leadership.

For countless professionals, they represented recognition earned through years of commitment and hard work.

Evolving with Every Generation

Media never stands still.

Neither has Hybiz.

As audiences embraced new technologies, the organisation embraced them too—from high-definition production and multilingual programming to podcasts, digital-first formats, and the growing possibilities of Artificial Intelligence.

Innovation was never viewed as disruption.

It became the next chapter of the journey.

A Story Still Being Written

Sixteen years. Thousands of stories. One enduring purpose.

Today, Hybiz stands as a trusted communication partner for corporations, entrepreneurs, retail brands, institutions, conferences, and business conglomerates.

What began as a pioneering idea in Hyderabad has grown into a one-stop destination for business communication—helping organizations tell their stories with clarity, creativity, and credibility.

Its greatest achievement, however, is not measured by the number of videos produced or events covered.

It is measured by the entrepreneurs encouraged, the enterprises celebrated, the innovations amplified, and the stories preserved.

Because every successful business leaves behind more than profits.

It leaves behind a story.

And for more than a decade and a half, Hybiz has been dedicated to ensuring those stories are seen, heard, and remembered.

A Life in *Flow*

“Aparna ‘Pinky’ Reddy was born in 1970, into a world of possibilities, yet far removed from the glitter of public life. At the age of two, she moved with her family to Road No. 1 in Banjara Hills, Hyderabad, where her father, T. Subbirami Reddy, built a house in the early 1970s. Back then, this part of the city was almost wilderness. The only neighbour was the legendary Telugu actor, Akkineni Nageswara Rao, and the two families shared a wicket gate between their homes - a bond that would shape Pinky’s sense of community and warmth.”

Aparna (Pinky) Reddy

Director

Growing up, Pinky describes her childhood as 'wonderful,' nurtured by parents who balanced love with grounded expectations. While her father showered her with praise, her mother offered reality checks that instilled humility and self-awareness. Contrary to the common belief that children of prominent families are born with silver spoons, Pinky says her family grounded her into a life of learning, responsibility, and empathy.

At just 18, she married and travelled to the United States to pursue further education. Though she eventually completed her studies via correspondence in India, Pinky believes her real education came from life itself - from her father, father-in-law, and husband. She later attended courses at Harvard and Stanford universities, yet it was the lessons from home and experience that remained her most enduring teachers. Motherhood came early, and by early twenties, Pinky had two children. She often describes growing up alongside them, embracing the joys and responsibilities of family life.

Her philanthropic instincts were inherited and nurtured by her father, who taught her the importance of giving back to society. Pinky worked with Save the Children and established the Aparna Foundation, committing herself to education, health, and women's empowerment. "A part of what we earn should go back to society," she often says, and her life reflects that principle in action.

A chance turn led Pinky into business. When GVK received the contract to manage Mumbai International Airport, she became involved in curating the airport's art collection alongside Rajiv Sethi, travelling across India and witnessing the slow erosion of traditional Indian crafts. Determined to preserve these arts, she founded Lotus House Group, a retail venture showcasing Indian handicrafts. Though she admits she "had no idea how to start a business," the venture flourished, and the profits were channeled into her philanthropic initiatives.

With her children grown and pursuing their own paths, Pinky entered a new phase of life alongside her husband, Sanjay. Together, they ventured into Artificial Intelligence and Healthcare, Real Estate, and Hospitality - diverse fields that showcase their shared entrepreneurial spirit. Yet, she remains humble about her successes, often referred to by friends and colleagues as a "lucky mascot," a title she neither sought nor fully understands.

A key aspect of Pinky's work is mentorship. She has guided young women in starting businesses, particularly in rural and semi-urban India, helping them navigate everything from funding and marketing to design and strategy. Her involvement with FICCI and FLO has amplified this impact; from chairing the Hyderabad chapter to becoming the national president, she has championed women's entrepreneurship, economic independence, and skill development for over two decades.

Despite her achievements, Pinky maintains simplicity and focusses on impact. She does not dwell on politics or personal gain but is driven by a desire to uplift others. Her vision extends to establishing India's most advanced assisted-living facilities - luxury care for those who can afford it and free services for those who cannot - a reflection of her lifelong commitment to service.

Looking back at her life, Pinky has no regrets. She has embraced opportunities as they came, lived fully, and contributed generously. When asked how she wishes to be remembered, she does not seek accolades or fame. "I would like to be remembered as a good human being, intelligent, and someone who has given back to society," she says.

Pinky's journey is not just a story of wealth, business, or status. It is a narrative of flow, of life embraced fully yet purposefully, where chance meetings, family values, and a commitment to humanity converge to shape a legacy. From the quiet streets of Banjara Hills to the vibrant corridors of business and philanthropy, Aparna 'Pinky' Reddy exemplifies a life of grace, courage, and generosity - an inspiration for generations to come.

Scan for Video

Building the *Nation*

“The construction business, they say, isn’t for the faint-hearted. It demands grit, patience, and an unshakeable faith in creation. Every brick laid is a promise, every foundation a leap of belief. And in that world of dust and dreams stands a name that has quietly shaped modern India’s infrastructure landscape - ***KPC Projects***.”

Anil Kumar Kamisetty

Chairman & Managing Director

For over five decades, KPC has built more than structures; it has built trust, endurance, and a legacy of excellence. From its humble beginnings in Kadapa to its presence across India today, the journey of KPC mirrors the transformation of a nation that moved from scarcity to self-reliance and on to global confidence.

The Genesis of a Dream

In 1973, KC Pullaiah, a first-generation entrepreneur, began his construction journey in Kadapa district with a modest ₹2.5 lakh contract. There were no machines, no sophisticated tools - just integrity, commitment, and hard work. In an era when contractors worked with government-supplied materials and limited resources, his reliability and sense of quality distinguished him from the rest.

That small beginning became the seed of KPC Projects, a company that would later stand as a symbol of professionalism in India's evolving construction sector.

Scan for Video

A New Generation, A New Era

When **Anil Kumar Kamisetty**, joined the company in 1993, both the firm and the country were entering a new phase. Liberalisation had opened up India's economy. Private enterprise, technology, and professionalism began to replace the old systems. Anil brought a vision for transformation - from a small regional contractor to a national enterprise with a corporate structure and diversified operations.

Under his leadership, KPC transitioned from manual construction methods to mechanised, technology-driven processes. It expanded its footprint, diversified into multiple verticals - including housing, healthcare, institutions, airports, and monuments - and adopted a culture of precision and integrity.

Over the next three decades, the company grew into a powerhouse, with an order book exceeding ₹7,500 crore and a workforce that spans thousands across India.

Building Icons, Building India

Walk across Hyderabad, and you'll find KPC's mark etched into its skyline. The **T-Hub**, Asia's largest innovation hub, is a striking example - a structure designed with 36-meter spans in both directions, an engineering marvel rarely achieved anywhere in the world. The Telangana Martyrs Memorial, gleaming like a teardrop of remembrance, and the towering Dr. B.R. Ambedkar Statue, the tallest in India, are both creations of KPC's skill and devotion.

Beyond Telangana, KPC has built airports in Gwalior and Visakhapatnam, designed educational institutions, and developed housing projects for thousands of families. From public works to architectural landmarks, each project carries the same underlying principle - build with integrity, deliver with pride.

Anil calls these projects the "visible face of India's progress." They aren't just structures; they are stories in stone - of ambition, resilience, and innovation.

The Heart Behind the Concrete

What sets KPC apart is not just its engineering capability but its human foundation. The company believes that the true strength of any enterprise lies in its people. Over 400 employees have been with KPC for more than two decades - a reflection of its culture of loyalty and belonging.

Anil often says, "Every human being works for four things - salary, satisfaction, security, and growth. We ensure all four." This philosophy has earned KPC the **"Great Place to Work"** certification, with scores exceeding national industry averages.

For a company built on concrete, it is remarkable how much warmth and humanity lie at its core.

Philanthropy with Purpose

Long before CSR became a corporate obligation, KPC had already institutionalised compassion. In 2008, the KPC Foundation was established - a continuation of the founder's belief that business must also serve society.

The Foundation's impact is wide and deep: from skill development and education to healthcare and social welfare. Over 2,700 youth were trained in vocational Programmes in 2025. The Foundation also supports HIV-positive couples, enabling them to marry, have children, and lead dignified lives. Nine HIV-free births stand as living proof of this mission of hope.

By 2035, KPC Foundation aims to touch 1.5 crore lives through its education, health, and skill initiatives - an extraordinary vision for inclusive growth.

Engineering the Future

Today, KPC Projects stands at the crossroads of tradition and transformation. It has built more than one lakh housing units, 30 hospitals, and 10 major educational campuses, besides countless civic and cultural landmarks. Each project is a reflection of a work ethic that blends precision with purpose.

The company's growth philosophy is steady and sustainable - 15 to 20 percent in stable markets, and up to 40 percent in times of expansion. For Anil, this balance ensures that the company remains both agile and grounded.

As the third generation of the Kamisetty family steps in, the vision only grows stronger — to reach ₹10,000 crore in revenue and employ over 10,000 people by 2035.

A Legacy That Endures

The journey of KPC Projects is ultimately a story of India's rise — from manual labour to machine precision, from local contracting to global ambition. It is the story of a family that believed in building not just for today but for generations to come.

From the dusty plains of Kadapa to the glistening skylines of Hyderabad, every structure that bears KPC's imprint stands as a monument to perseverance and vision.

As Anil Kumar Kamisetty reflects on the company's journey, he smiles and says, "We're not just constructing buildings. We're constructing futures. India's story has only begun - and we're proud to be part of building it."

Illuminating a *Nation*

“More than four decades ago, a young man found himself in a modest lighting company. It was not a glamorous industry then. Lighting was functional, a mere afterthought in most Indian homes. A tube light or a bulb was enough, and decorative fixtures were rare luxuries. Yet, in those humble beginnings, Arvind Srimal discovered his life’s purpose.”

Arvind Srimal

Managing Director

When he started, lighting was hardly a priority. It was a small budget item, and selling anything premium was difficult, he recalls. But even then, Srimal carried what he calls his "hidden key" - a vision that lighting could be much more than a bulb glowing in the corner of a room.

From Basics to Brilliance

In the early 1980s, the Indian market had little to offer beyond incandescent bulbs, tube lights, and simple fixtures. But over the years, technology evolved rapidly: from energy-hungry lamps to compact fluorescents, and eventually to LEDs. Today, homes boast mood lighting, chandeliers, and smart systems that can change colour at the tap of a phone screen. Factories too have shifted focus, not just on illumination but on efficiency - embracing solar, LEDs, and automation to reduce energy consumption.

Scan for Video

Arvind did not merely watch this transformation; he helped shape it. One of his earliest innovations was a simple but powerful idea: bringing the showroom to the customer. Instead of waiting for clients to walk in, he sent technical teams with full sets of samples to their homes, offices, and factories. It was an unusual move at the time, but it reflected his deep understanding of Indian buying habits - people wanted convenience, trust, and solutions, not just products.

The Two Pillars: Quality and Price

Every entrepreneur in India knows the shadow of China in manufacturing. From steel to lamps, Chinese goods have long flooded Indian markets. But Srimal saw both challenge and lesson in this. China's edge was not magic - it was skilled, disciplined labour and relentless innovation.

India, he believed, could match and even surpass this. His strategy was simple: control quality and control cost. By setting up his own manufacturing units, he could ensure both. "If I make it myself and I am confident of the quality, then I can give the customer a competitive price," he says.

The journey was not without obstacles. Fifteen years ago, when he established his factory, sourcing components was a challenge. Deliveries were delayed, imports were costly, and competitiveness was elusive. But today, the picture is brighter. Indian suppliers are stronger, and government support has made it easier to build world-class facilities.

Wires That Save Lives

Lighting is only one half of Srimal's story. The other came from cables - an industry less glamorous but far more essential. "Every motor, every machine, every home - everything needs a cable," he explains. The market is vast, often five to ten times larger than lighting.

Innovation became his mantra here too. One of his proudest achievements is the successful launch of **MAXAFE by FortuneArrt**, a range of fire survival cables designed to resist flames and maintain circuit integrity during emergencies. Inspired by global safety standards, Srimal and his team invested months in research, testing, and product development to create a solution that could raise safety standards across industries. Today, MAXAFE is helping make commercial and industrial spaces safer and is already being adopted by several leading companies, reinforcing the importance of proactive fire safety infrastructure.

Explaining cables to the average homeowner, however, is not easy. Most buyers think about switches and lights, not the wires running behind their walls. Srimal's solution was once again-direct outreach. His company runs demo vans and sends technical experts to educate consumers. The message is simple: safety is non-negotiable. Spending a little extra on quality cables is like buying insurance for one's home.

Battling Giants, Building Trust

Despite decades of success, the challenges remain. Big brands influence the consultants who advise large projects, often leaving little room for smaller, homegrown players. Srimal likens it to the battle of David versus Goliath. Yet he remains undeterred. Government contracts have opened up, and he believes that once private consultants too provide fair opportunities, Indian SMEs will thrive.

Training is another cornerstone of his company's philosophy. From shop floor staff to sales teams, continuous learning is built into the culture. Every week, structured training sessions ensure that employees stay updated on new products, quality standards, and customer education techniques.

Passing the Torch

After forty years, Srimal is no longer just an entrepreneur - he is a mentor and a guide. His daughter has stepped into the business and plays an active role in shaping its future. He admits that while he still teaches the fundamentals of economics, manufacturing, and business, she often surpasses him in marketing strategy, technology, and vision. Her ideas, powered by digital tools and global exposure, are helping drive the company into spaces he could not have imagined decades ago.

A Legacy of Light

When asked how he would like to be remembered, Srimal's answer reflects the values that have defined his career: innovation, quality, and accessibility. His mission has always been to bring the latest technology to customers without making it a luxury—to make world-class products available at the best possible value.

Behind that vision lies a lifetime of resilience, innovation, and belief in India's potential. From selling tube lights in the 1980s to pioneering advanced lighting solutions and launching life-saving fire survival cables, Arvind Srimal's journey is not just about business. It is about illuminating lives—safely, affordably, and beautifully.

A Journey of Faith, Vision, and *Service*

> “In the quiet lanes of a small village in Chittoor district, Andhra Pradesh, a young boy dreamt of a life beyond the ordinary. That boy, B.R. Naidu, would one day grow up to wear two distinct yet influential hats - as the Chairman of TV5, one of the leading Telugu news channels, and as the Chairman of the Tirumala Tirupati Devasthanams (TTD), the custodian of one of India’s most sacred temples.”

B.R. Naidu
Founder & Chairman

B.R. Naidu's journey began on humble note. After completing his early education in his village, he moved to Hyderabad in 1971, where he joined BHEL, Ramachandrapuram, as a technician. For over two decades, he worked with dedication and discipline - qualities that would later define his public life.

Parallel to his professional duties, Naidu was deeply involved in social and political life. When the Telugu Desam Party (TDP) was founded in 1982, he actively supported it, working quietly in Chanda Nagar, Lingampally, and Ramachandrapuram areas — never seeking a post, but always contributing to the cause.

Even earlier, in 1972, he became the General Secretary of the NTR Fans Association, a platform that brought him close to the legendary Nandamuri Taraka Rama Rao. His interactions with NTR left an indelible impression on him. "It would take me two years to describe NTR," Naidu often says with admiration. "From him, I learned discipline, dedication, and a deep commitment to serve the poor."

Scan for Video

In 1993, after a long stint at BHEL, Naidu decided to take a leap of faith into entrepreneurship. He founded Travel Club Forex, a travel agency that soon became one of the most successful in the business, excelling in ticketing, visas, and foreign exchange with six flourishing branches. Yet, destiny had bigger plans.

In 2006, guided by intuition and perhaps divine timing, Naidu, along with a few friends, decided to start a Telugu news channel. "Five is my lucky number," he says, recalling why the channel was named TV5. When it went on air in 2007, the media landscape was very different - Telugu television news was still in its infancy, and Naidu himself had no background in media. But with sincerity, honesty, and a tireless work ethic, he built a channel that would go on to become a household name.

From the very beginning, Naidu's philosophy for TV5 was rooted in integrity. He recruited the best professionals and gave them complete editorial freedom. "I told my team - be neutral, be honest. The story must never be one-sided. I will never interfere in editorial decisions." His belief was simple - true journalism thrives only when it is free from bias and political influence. Under his leadership, TV5 stood out as a rare voice of balance in an increasingly polarised media world.

A deeply spiritual man, Naidu's devotion to Lord Venkateshwara has been lifelong. That devotion found its ultimate expression when he was appointed Chairman of TTD, a position that brought him closer than ever to the deity he worships. The responsibility, he says, is not merely administrative - it is sacred.

"When I look back, I remember days when I waited for hours, even days, just to get a glimpse of the Lord. Today, I have been blessed with the opportunity to serve Him directly," he reflects with humility.

As Chairman, Naidu has brought sweeping changes to the management and experience at Tirumala. In the past, thousands of VIP passes were issued daily, limiting ordinary devotees' access to darshan. Naidu drastically reduced this number, ensuring that over 85,000 devotees now get to offer prayers each day, up from 60,000 earlier. "It is unfair," he insists, "for devotees who trek hundreds of kilometers to wait endlessly while VIPs walk in freely."

He personally oversees pilgrim welfare - from ensuring clean drinking water and hygienic food in the queue complexes to late-night inspections to check on arrangements. "Serving the devotees," he says, "is serving the Lord Himself."

Beyond the temple, TTD under his leadership has expanded its reach into education, healthcare, and social service. The institution runs 25 colleges and universities, including the prestigious Sri Venkateshwara college in Delhi, and funds SVIMS, a 1,500-bed super-specialty hospital in Tirupati. Every year, TTD contributes around ₹170 crores toward healthcare.

The Annadanam Trust, Pranadanam Trust, and Goshala Trust are among several charitable arms under TTD's umbrella, all dedicated to serving the poor and needy. The Srivani Trust, with over ₹2,500 crores in deposits, is currently driving an ambitious plan to construct 500 temples across India, particularly in urban slums, to revive Hindu worship spaces. Already, TTD has adopted 1,000 temples, paying salaries to priests and ensuring proper upkeep.

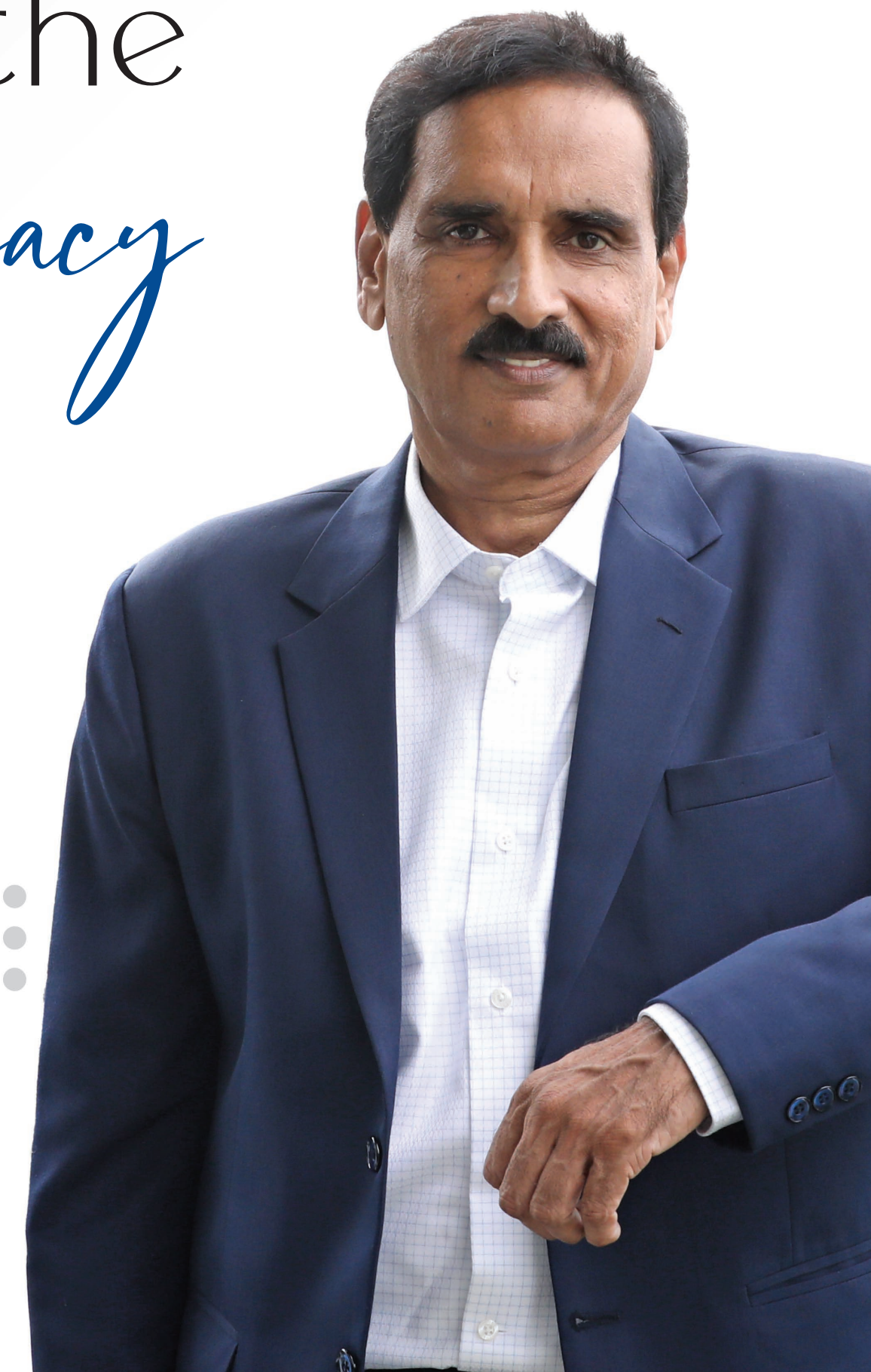
Chief Minister N. Chandrababu Naidu has encouraged TTD to take this mission even further — to build Venkateshwara temples in every state capital and even abroad. Recently, B.R. Naidu traveled to Bahrain to explore international opportunities for temple construction.

Under his stewardship, TTD also supports Veda Pathasalas, providing employment and honorariums to scholars who complete their Vedic studies — ensuring that ancient wisdom continues to thrive in the modern world. He spends over 22 days each month at Tirumala, supervising projects, planning pilgrim facilities, and introducing technology-driven solutions such as AI-based crowd management systems.

At 73, B.R. Naidu remains as grounded as the soil of his Chittoor village and as steadfast as the granite of Tirumala's hills. "I want nothing more," he says, "than to serve the Lord and His devotees."

From the engineering floors of BHEL to the divine corridors of Tirumala, his life stands as a testament to faith, discipline, and service - a journey guided by destiny and illuminated by devotion.

From Village Roots to the Jersey *Legacy*



“Bhaskar Reddy’s journey began in the erstwhile Nalgonda district of Telangana. Suryapet was his hometown, while Urlugonda, a small nearby village, held his ancestral roots. His father, an Ayurvedic doctor, devoted his life to healing and education and the profession often took the family across districts. For the young Bhaskar, early education became a nomadic experience - moving every two or three years from one school to another.”

Bhaskar Reddy K
Founder

By the time he reached his intermediate studies, Bhaskar moved to Hyderabad. Soon after, his path led him to the Institute of Dairy Technology at Kamareddy. In the early 1980s, dairy technology was not a popular choice - civil and mechanical engineering commanded the limelight. Yet for young men from agricultural families, dairy offered both practicality and promise. The Reddy family had always been close to farming, and though his father was in medicine, a deep orientation toward science and agriculture ran through their bloodline.

At that time, India's dairy revolution was just taking shape. Amul and Operation Flood were redefining the nation's relationship with milk. Institutions for dairy technology were being established in Karnal, Bombay, Bangalore, and Kolkata. Osmania University, in a visionary move, launched a rural dairy technology college in Kamareddy in Telangana, where Bhaskar became part of the second batch of students.

It was there that four friends, bound by shared dreams began a journey that would one day give birth to the Jersey brand. Like many graduates of the era, they dreamt of opportunities abroad. Out of seven classmates who applied for American visas, five succeeded. Two, including Bhaskar, were denied. That twist of fate kept them in India and, as destiny would have it, led them to dairy entrepreneurship.

When the group graduated in 1984, private players were not permitted to sell milk; the sector was reserved for cooperatives. But there was a small exemption: technocrats were allowed to manufacture and sell value-added dairy products such as ghee and flavoured milk. Seizing this opportunity, the four friends pooled ₹50,000 each, took a loan from the state financial corporation, and built a modest facility. Those were days of relentless toil, when they not only produced but also went door to door convincing shopkeepers to stock their products.

The early years were full of chaos and close calls. Payments came late, collections were tough, and the state finance corporation threatened to shut them down more than once. But perseverance led to breakthroughs. Liberalization in 1991 changed the landscape, allowing private dairies to sell milk. Sensing an opportunity, the group placed a small newspaper advertisement in Hyderabad announcing the supply of "pure buffalo milk." That Sunday, the lone landline in their Himayatnagar office rang nonstop. They noted down 176 names and personally visited every household. By the end of that week, 95 percent of those who had called, became customers.

From that intimate beginning - knowing their first 450 customers by name and address, brand Jersey was born. Within a year, the company was selling 6,000 liters of milk daily. Its first victory was not just recorded in balance sheets but also in the trust of consumers.

Of course, success brought new challenges. Established state owned cooperatives such as Vijaya viewed Jersey as competition and pressured suppliers to cut off their milk supply. Overnight, 6,000 liters of high-quality milk vanished, forcing the fledgling company to scramble for alternatives. For six difficult months, standards suffered, and Bhaskar and his team learned firsthand how deeply dairy quality depends on farmers' inputs -the feed, veterinary care, and rhythms of rural life.

India's dairy story has always been entwined with the lives of small farmers. Traditionally, milk was produced as part of mixed farming, with women managing cattle while men tended crops. The income from milk often went directly to children's education. But such small-scale production was hard to sustain, and over time, the industry began consolidating into larger farms of 15 to 25 animals, which proved more viable.

By the early 2000s, Bhaskar and his colleagues recognised that improving farmer productivity was critical. In 2004, Godrej Agrovet India's largest feed manufacturer, partnered with them, later taking a 26 percent stake in Creamline. Together, they experimented with new feeds and practices, even bringing in an Israeli consultant. While the expected productivity gains did not fully materialize, the partnership deepened, and in 2016, Creamline became a subsidiary of Godrej Agrovet.

Through all these changes, Bhaskar's guiding philosophy remained simple: every stakeholder must benefit - consumer, farmer, employee, and supplier. This people-centered, value-driven approach allowed Jersey to grow steadily while protecting its legacy.

India's per capita milk consumption rose from a mere 130 grams at the start of Jersey's journey to nearly 400 grams today - on par with many developed nations. Milk remains the most vital protein for millions of Indians, especially vegetarians, and with value-added products like curd, paneer, flavored milk, and ghee, the industry continues to expand.

Yet challenges remain. Productivity per animal in India is still less than half that of developed countries. Young people are hesitant to take up dairy farming, daunted by its demanding 365-day routine. But with professionalised mid-sized farms, better breeds, and improved inputs, the future holds promise.

Looking back, Bhaskar often reflected on how a denied visa, a small loophole in policy, and a humble advertisement in Hyderabad shaped Jersey's destiny. From four friends with ₹2 lakh in seed money, the brand grew into a trusted household name. More than a business, Jersey became a story of resilience, of farmers and families, of science and tradition working hand in hand. And above all, it remains a story of milk - the simplest of foods, yet one that has nourished generations and continues to shape the future of India.

Scan for Video

Renewable *Energy* entrepreneur

“From the coal towns of Kothagudem to the rising skylines powered by clean energy, the journey of Bhavani Suresh is a story of resilience, reinvention, and relentless belief in the future of solar power. It is not merely the story of a company-it is the story of modern India learning to harness the sun.”

Bhavani Suresh Charugundla

Founder & Managing Director

Born in Kothagudem, a town deeply rooted in India's thermal power heritage, Bhavani Suresh grew up surrounded by the language of energy. His father worked in the electricity department, and the towering silhouettes of power plants formed part of his childhood landscape. Electricity was never an abstract concept; it was a living force that shaped communities, industries, and aspirations.

Yet the road ahead was anything but certain. After completing his MBA in Karimnagar, he arrived in Hyderabad in year 2000 with little more than ambition and determination. Like many first-generation entrepreneurs, he had no inherited business empire, no safety net, and no blueprint to follow. His first job paid a modest salary of Rs. 2,000 a month as a sales executive for personal loans. But even then, he viewed employment not as a destination, but as preparation.

"I wanted to become a self-made entrepreneur," he would later reflect. "I knew I had to learn before I could build."

Within a few years, he stepped into business for the first time, operating as a direct sales associate for a financial services company. Early success followed. Recognition came. Momentum grew. But in 2008, the global recession changed everything. The business models he depended on, collapsed almost overnight. Partnerships dissolved. revenue streams disappeared. Years of effort seemed to vanish in an instant.

For many, it would have been the end.

For Bhavani Suresh, it became the beginning.

That same year, he founded what would eventually evolve into one of India's most recognized solar EPC brands. The timing seemed almost improbable. Solar energy in India was still in its infancy. Awareness was low, technology was expensive, and public confidence was low. Rooftop solar had not yet become mainstream. Most people associated solar energy only with water heaters and lanterns.

But he saw something others did not. India, blessed with abundant sunlight for most of the year, possessed one of the world's greatest untapped energy resources. While traditional energy systems depended on coal, water, and rising operational costs, solar offered something revolutionary: energy from nature itself.

The early years were difficult. Truzon Solar—then operating in a fledgling market—began as a trading company importing evacuated tubes used in solar water heaters. Warehouses were established across multiple states. Slowly, the company expanded into manufacturing solar water heaters and later into solar inverters during a time when frequent power cuts plagued Indian households and businesses.

The turning point came as India's renewable energy movement accelerated.

Government policies evolved. Public awareness increased. Rooftop solar installations became viable for homes, industries, and commercial establishments. Truzon Solar adapted quickly, moving into large-scale EPC solutions and delivering projects across Telangana, Andhra Pradesh, Maharashtra, Chhattisgarh, and Madhya Pradesh. What distinguished the company was not merely installation capacity—it was trust.

In an industry crowded with emerging players, Bhavani Suresh focused obsessively on post-installation service. While competitors raced to acquire customers, Truzon invested in long-term relationships. Proprietary software systems were developed to monitor customer performance in real time. Service teams proactively resolved issues before clients even noticed them. It was a philosophy rooted in accountability.

"We are responsible for every system carrying our brand," he explained. "Customer delight is not optional—it is our foundation."

Over time, that commitment transformed the company into one of India's most respected solar EPC organisations. Today, Truzon Solar monitors thousands of rooftop and ground-mounted installations daily, backed by a workforce of over 500 employees and hundreds more indirect partners across India. The company's rise has been marked by defining milestones.

In 2020, it received recognition from India's Ministry of New and Renewable Energy as one of the best solar companies in Telangana. The brand later captured national attention by on boarding superstar Mahesh Babu as its brand ambassador—an unprecedented move in the residential solar sector. Soon after, another iconic name entered the journey: Sachin Tendulkar became an investor, symbolizing growing confidence in the company's vision and future.

Yet for Bhavani Suresh, success is measured by more than awards, investors, or expansion plans. He speaks often about people.

About the employees who stayed with the organisation for over 15 years. About creating livelihoods for nearly 900 families. About building a culture where every individual—from engineers to installers—plays a vital role in delivering quality and trust.

His leadership philosophy is simple: integrity, perseverance, and innovation. Those values continue to guide the company into its next chapter.

As India moves aggressively toward renewable energy adoption, Truzon Solar is preparing for national expansion, battery energy storage solutions, and international opportunities in the Middle East and Australia. The company is also positioning itself for a public listing, reflecting both ambition and maturity.

But perhaps the most powerful symbol of this transformation lies beyond balance sheets and megawatts. It lies in the villages, homes, factories, and rooftops now powered by sunlight.

It lies in the growing realisation that clean energy is no longer a distant dream—it is becoming part of everyday life in India. And it lies in the story of a young man from Kothagudem who refused to surrender to failure, chose innovation over fear, and built a company dedicated to powering the future. Because for Bhavani Suresh and Truzon Solar, the future does not belong to fossil fuels.

The future belongs to the sun.

Scan for Video

A Visionary in Affordable *Healthcare*

> “Healthcare professionals are often regarded as life-savers - revered for their ability to heal and inspire hope. Among such remarkable individuals stands Dr. Bollineni Bhaskar Rao, Founder and Managing Director of KIMS Hospitals, a rapidly growing healthcare group with a strong presence across Andhra Pradesh, Telangana, Maharashtra, Karnataka and Kerala.”

Dr. Bollineni Bhaskar Rao
Founder & Managing Director

A prominent figure in Indian healthcare and a legend in cardiology, Dr. Bhaskar Rao's journey spans over 40 years and includes more than 35,000 successful heart surgeries, making him one of the most accomplished cardio-thoracic surgeons in the country.

Humble Beginnings and an Early Inspiration

Born in the backward village of Mamuduru in Nellore district, Andhra Pradesh, Dr. Rao was the youngest of five siblings. Recognising the importance of education, his mother sent the children to live with their grandmother to pursue schooling—laying the foundation for their future.

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His elder brothers pursued careers in engineering and agriculture respectively and went on to become big players in infrastructure sector, while young Bhaskar Rao was deeply inspired by a Registered Medical Practitioner (RMP) who commanded respect of the total village. Serious illness of his father and sister during his childhood cemented his decision to pursue medicine as a professional career.

Medical Training and Global Exposure

Dr. Rao completed his MBBS from Rangaraya Medical College, Kakinada, followed by an MD from Madras Medical College, and a postgraduate specialisation in Cardiac Surgery at CMC Vellore. After a stint at Apollo Hospitals, Chennai, his mentor, Dr. Giridhar, urged him to seek advanced training overseas.

He spent three transformative years in Australia—training in Sydney and Melbourne—gaining exposure to world-class medical systems that sparked his entrepreneurial vision.

Building a Dream from the Ground Up

On returning to India, Dr. Rao joined Medwin Hospitals, sharpening his clinical expertise over five years. But his desire to make a difference led him to Mahavir Charitable Hospital in Hyderabad, where he performed bypass surgeries for just ₹50,000 which was much lesser than the prevailing rates. Over the next decade, more than 5,000 surgeries were conducted for under-served patients. "That was one of the most emotionally satisfying period of my career," recalls Dr. Rao.

Entrepreneurial journey

In 2000, he founded his first hospital - Bollineni Hospitals in Nellore, named in honour of his family and followed by another hospital in Rajahmundry. The overwhelming response at these two centres propelled him to start KIMS Hyderabad in 2004 - a state-of-the-art hospital with 1,000 beds under a single roof. Presently, it is spread across five states with 26 centres and 20,000 workforce serving millions of patients.

KIMS also took over a medical college and hospital in Srikakulam, which now operates independently as GEMS Medical College & Hospital.

A Public Milestone

In 2021 KIMS went for its Initial Public Offering (IPO) and got successfully listed on the National Stock Exchange of India. This marked a major milestone in Dr. Rao's journey - from a small village in Andhra Pradesh to the helm of one of India's most admired healthcare institutions.

Contribution to Universal healthcare

Being the prime architect of AROGYASRI Health scheme, his contribution to universal healthcare is monumental. He played a key role in formulation and implementation of Arogyasri scheme when it was launched in United Andhra Pradesh in 2008. The Scheme is being emulated across various states in the nation to provide affordable healthcare to the deserving. This way Dr Rao has touched lakhs of lives.

The Road Ahead

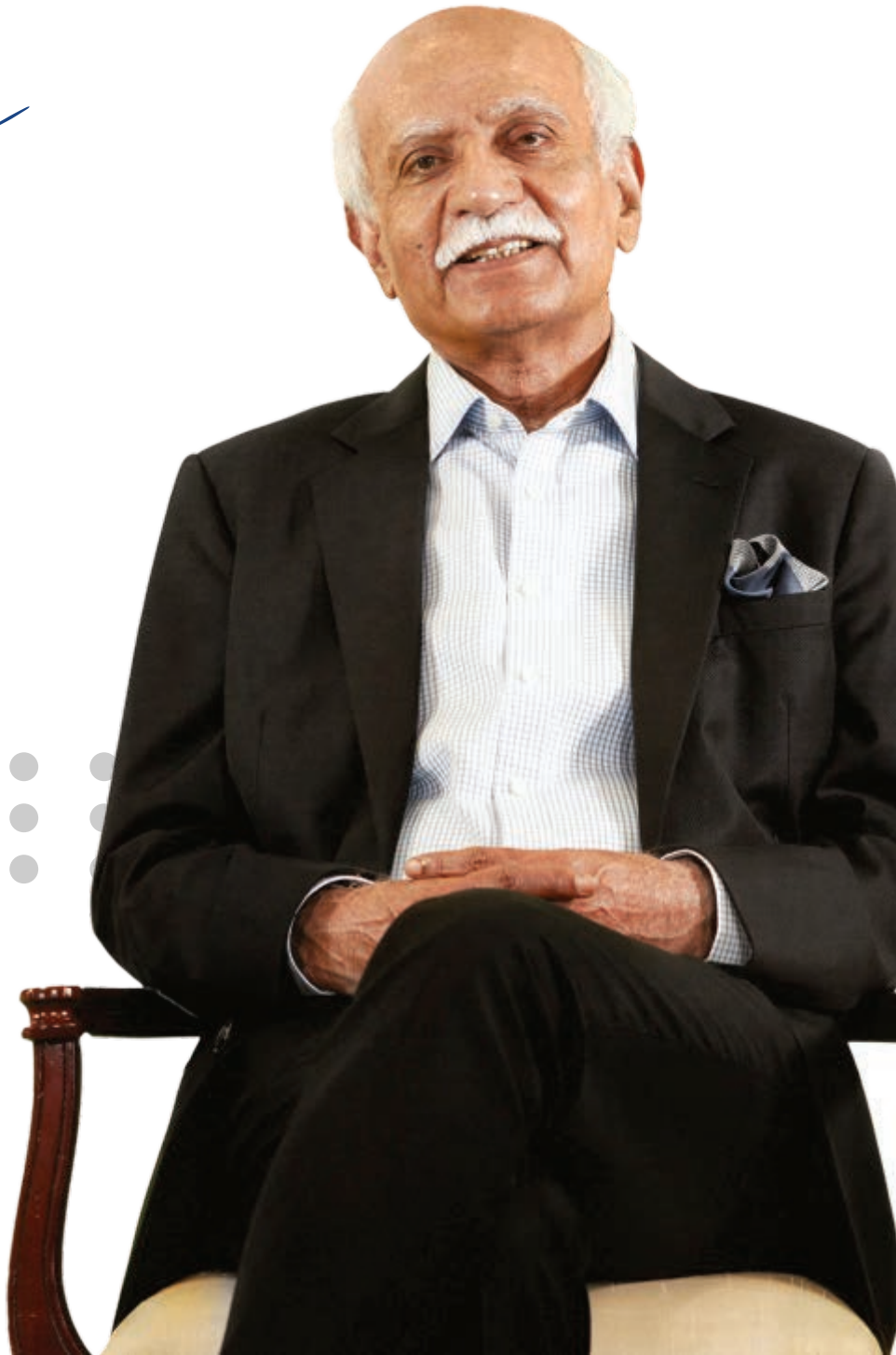
Today, KIMS continues to expand rapidly, with plans to add another 3,000 beds, taking the total capacity to around 10,000 beds across its network.

Dr. Rao credits the success of KIMS to a simple yet powerful philosophy:

Deliver high-quality healthcare that's accessible and affordable to all.

He has built a strong, enduring ecosystem that supports excellence in medicine while staying true to his values and ethics.

Building Institutions, Inspiring *Generations*



> “It’s not often that one meets a gentleman who needs no introduction. BVR Mohan Reddy has stepped back from his daily routine, but takes active interest not just in the company he set up, but many more activities to discover him as a person.”

BVR Mohan Reddy
Founder & Chairman

The Founder - Chairman of Cyient, Mohan Reddy was born in Mahabubnagar, when his father, a police officer was posted there. A transferrable job ensured that his education happened in many towns in the Telugu speaking states, including Hyderabad.

His mother was a homemaker and he had four siblings. As was the norm, the big dream of the 1960s for any parent used to be - give good education to their children. Those days there were two professions which were considered to be the best - a doctor or an engineer.

He did his bachelor's in engineering from Andhra University, where he was Gold Medalist. He then went to IIT Kharagpur to do his Masters, and that's when he started experiencing computers.

He began his professional career with Shriram Refrigeration Industries, a DCM Group company, as a Management Trainee in Hyderabad. Thereafter, he moved to the United States in 1976 to pursue a Master's degree in Industrial and Operations Management at the University of Michigan.

After witnessing the changing technological landscape in the United States, Mohan Reddy joined Motor Industries Company Ltd (now Robert Bosch) to pivot his career around computers.

He later joined HCL - to learn one of the most important functions of an entrepreneur – how to sell a product.

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Mohan Reddy joined OMC Computers, a joint venture of Dr Raj Reddy and Tata Group company, Voltas, which was funded by Andhra Pradesh Electronics Development Corporation Limited, and he was part of the leadership team. OMC was the market leader for CAD/CAM/CAE and design automation by the late 1980s. Then, the nine year itch bit Mohan Reddy and he decided to start something of his own.

Extensive travels across the United States, Singapore, and Taiwan reinforced his belief: there was a significant opportunity for Indian companies to deliver engineering and software services to global markets.

And so, in 1991, with a clear vision and modest beginnings, Infotech Enterprises was born.

Like many entrepreneurial journeys, it started at home - with the dining table doubling as a workspace and a small team working on CAD-CAM systems. Early customers included global names, and as confidence grew, so did the scale of operations.

Among Infotech's earliest customers were General Motors and Gabriel Ride Control Products (Gabriel Shock Absorbers), helping the company establish its presence in global engineering services.

As business volume increased, Mohan Reddy shifted his office operations to Maitrivanam and STPI- Hyderabad. By March 1995, Infotech had over 100 people working with a diversified portfolio of CAD and geospatial services.

Infotech's IPO opened in 1997 and was oversubscribed 1.56 times. The valuation at the time of listing was about Rs 11 crore.

Infotech grew reasonably well in the first five years, but had not caught up with the IT industry peers. While growth in the early years was steady rather than spectacular, Mohan Reddy remained focused on building capabilities rather than chasing short-term gains.

It was then that he started exploring the market for a potential acquisition.

A defining moment came with the acquisition of Systems Research Group Ltd (SRG), which helped Infotech enter the commercial software space.

Partnerships followed, with customers like Ford Motor Company - and soon, Infotech Enterprises began to carve a niche in engineering services.

The next major transition of Infotech was its association with aerospace major Pratt & Whitney, in 2000. The strategic partnership involved delivering a range of software services and engineering services for product development and maintenance.

The partnership with Pratt & Whitney was the turning point. What began with relatively low-end work gradually evolved into a deep, high-value engagement spanning complex engineering services - a relationship that has endured for over two decades. It reflected not just capability, but trust built over time.

CYIENT FOUNDATION

Infotech offered a 15 per cent equity stake to Pratt & Whitney with an option to further enhance it to 18.4 per cent by 2003. For the first six months after the deal, P&W outsourced low-end work such as product definition and class-2 engineering changes, which allowed Infotech to understand the engineering change management (ECM) process. Later, the work scaled on to the high end part of the business and the relationship continues 25 years later.

In 2013, in line with the company's evolution, Infotech Enterprises was rebranded as Cyient. For Mohan Reddy, the earlier name had outlived its relevance. The new identity signalled a broader ambition - moving beyond services into systems and solutions.

To accelerate the company's entry into manufacturing, Cyient decided to acquire Rangsons Electronics, a Mysore-based electronics manufacturing services and system integration company, and its high-precision machining subsidiary Techno Tools in January 2015.

This acquisition enabled Cyient to strongly expand into high-technology and high-value, design-led systems and solutions in line with the company's S3 (Services, Systems and Solutions) strategy positioning it for the next phase of growth.

As the foundation for sustained growth had been established, Dr. Mohan Reddy transitioned to the role of Non-Executive Chairman in 2014, increasingly positioning himself as a mentor, guide, and strategic advisor while empowering the next generation of leadership led by his son, Krishna Bodanapu.

Yet, beyond business, what truly defines him is a deep commitment to giving back.

A project that has earned appreciation is his granddaughter Pratinya's project in Mahabubnagar, Telangana. She picked what is called 100 by 100 by 100. It involves 100 girls getting 100 days of skilling and then providing these 100 girls, suitable jobs. She wanted to do something of her own and that helped her become a well-rounded human being.

At the end of the day, ask him about what he would like to be remembered as - Mohan Reddy confesses "A man who contributed and did something good for the society." Staying humble is a part of that wish.

From Paper to *Pharma*

“Pharma is big business—but beyond the medicine, it’s the packaging that reaches the consumer. In earlier times, packaging was purely functional, but today, it’s an art and a science. At the forefront of this transformation is Chakravarthi AVPS, a pioneer in Indian pharmaceutical packaging. Starting his journey in a paper mill, he rose through the industry to become Chairman and Managing Director of Ecobliss India, an Indo-Dutch venture.”

Chakravarthi AVPS

Chairman & Managing Director

Born in Rajahmundry, located on the banks of the Godavari in Andhra Pradesh, Chakravarthi AVPS began his journey in humble surroundings. A prodigious child, he completed his higher secondary education by age 15 and took his first job as an electrical engineer at Andhra Pradesh Paper Mills before turning 20. This early exposure to engineering and operations laid the foundation for a remarkable career.

His professional growth accelerated when he joined Ballarpur Industries (part of the Thapar Group), where he transitioned into management roles and began exploring new business models. In 1994, his career took a defining turn when Ballarpur acquired a Swedish packaging unit in Hyderabad, introducing him to the world of pharmaceutical packaging - a space that would soon become his passion.

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Over the years, Chakravarthi developed a deep respect for packaging not just as a functional need but as a life-saving innovation. "Packaging saves lives," he says. "During COVID-19, from masks to vaccines, it was packaging that enabled the world to keep moving." For him, packaging is far more than aesthetics; it's about safety, adherence, and accessibility.

As Chairman and Managing Director of Ecobliss India, a successful Indo-Dutch venture, Chakravarthi has led innovations in patient-centric packaging solutions. He champions child-resistant yet senior-friendly packaging - a fine balance that protects children while ensuring ease of use for the elderly. "Packaging," he notes, "has become the final contact between the drug and the patient. There's no nurse, no doctor - only the packaging. That's why I call it the second physician."

His contributions extend far beyond business and is actively involved in pharmaceutical packaging and exports. He has served on the board of Pharmaexcil and is currently the Chairman of the Federation of Pharma Entrepreneurs (FOPE) for Andhra Pradesh and Telangana, and Senior Vice President at the national level.

India's pharmaceutical prowess, he argues, is globally unmatched. "We supply affordable drugs to more than 215 countries. One out of every three pills consumed in the U.S. is made in India," he proudly states. "We are the pharmacy of the world."

He cites examples like Cipla's breakthrough in HIV drug affordability and Hyderabad's emergence as a pharma manufacturing hub. "We may not yet match the R&D scale of China, but our strength lies in chemistry, synthetic sciences, and increasingly, the integration of digital technologies like AI, blockchain, and IoT into pharma and packaging."

Chakravarthi believes that the future of healthcare lies in prevention, personalization, and precision. With advancements like wearable devices, AI-powered diagnostics, and personalized medicine, the role of packaging will expand beyond containment to becoming a smart interface between patient and provider. "Imagine packaging that reminds you when to take your medicine, tracks adherence, and sends real-time data back to your doctor - all in your hands."

Despite global challenges - such as pricing pressures from Western markets or the need for faster drug trials - he remains optimistic. "India's cost advantage, scientific talent, and IT integration are unmatched. We will see more drug discoveries, faster trials, and packaging that not only informs but also interacts."

Asked if he would choose a different path if given the chance, Chakravarthi responds without hesitation: "Absolutely not. I have no regrets. I'm proud of what I've built and contributed. I have connected with leaders, innovators, and changemakers across 50 countries. It's a privilege to speak for India's pharma industry on global platforms."

He is not only a businessman but a global ambassador for the World Packaging Organisation (WPO). His vision extends to empowering young professionals. "Earlier, I was skeptical of the new generation. But now I see their clarity, their interest in multi-skilling, and their passion. They know what they want."

A strong advocate of industry-academia collaboration, he believes this is key to India's future in innovation. "We need to bridge the gap between labs and the market. India is already a leader in generics - now we must lead in new molecule discovery and drug delivery innovation."

To Chakravarthi, packaging is both a science and a service. Whether ensuring the safety of a child, aiding an arthritic senior, or helping a cancer patient adherence to treatment, packaging — in his words - is not just a product. It's a promise.

Leading Legacy with Vision and *Humility*

> “Business legacies in India often pass from one generation to another, transforming with time but retaining the entrepreneurial spirit that drives them. A prime example of this is the Surana family from Hyderabad, whose journey from modest beginnings to industrial prominence reflects resilience, evolution, and vision.”

Devendra Surana
Managing Director

Surana Group
BHAGYANAGAR COPPER

Devendra Surana, the current Managing Director of the Surana Group, exemplifies the second generation of this legacy. A Mechanical Engineer from Osmania University and an alumnus of IIM Bangalore, Devendra brings decades of experience across ferrous, non-ferrous metals and telecom, contributing significantly to India's industrial fabric. But his story, and that of his family, begins much earlier.

The Suranas migrated from then drought-stricken Rajasthan to Hyderabad during the reign of the Nizam, seeking livelihood and stability. Devendra's father, G.M. Surana, began his business journey trading grains, particularly catering to the defence sector. In time, he realised that mere trading was not sustainable. With an eye for opportunity, he ventured into manufacturing - starting a modest nail factory in the 1960s.

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From nails, the family logically progressed to wires, then barbed wires, and eventually into various forms of industrial manufacturing. Each step was a natural progression from the previous one - a trait that continues to define the group's strategic approach even today.

Devendra, a product of Hyderabad Public School, speaks fondly of his academic journey. "My two years at IIM Bangalore were transformational, in terms of personal growth, friendships, and learning. Being voted the 'brain of the batch' was a cherry on top," he recalls with humility.

The family, a close-knit Marwari Jain unit, has diversified its operations while maintaining cohesion. Devendra's brother, Narender, joined the business in 1982 and currently oversees the group's operations in real estate, solar power, and telecom. Devendra followed in 1988, taking charge of Bhagyanagar India Ltd, the group's flagship entity specialising in copper-based industrial products like rods, sheets, and foils.

"My father gave us immense freedom to explore and lead," Devendra says. "While my brother expanded into telecom - from jointing kits to fiber optics and solar, I took over the copper business, which had already taken root in our family."

Devendra vividly remembers his first trip to China, where he encountered a copper factory eight times the size of his own. "It was humbling. I had always believed we were among the largest in South India," he says. That moment served as a reminder to stay grounded and always seek improvement.

Under Devendra's leadership, the group ventured into multiple copper applications ranging from auto components, solar welding wires, and switchgear. The copper industry, once fragmented and unregulated, was streamlined post-demonetisation and GST, giving the Suranas a chance to consolidate and scale.

Reflecting on the past, Devendra recalls the bureaucracy of the 1980s. "It took me four years to get a license for a factory. But post-liberalisation in 1992, things changed. My brother set up a cable unit within six months," he shares. Now, with supportive policies at the Centre and the State, he says, "We can start a business with confidence, knowing approvals will follow if protocols are met."

Yet, talent remains a concern. "Good professionals are drawn to IT or Consulting. There's a vacuum in manufacturing," he explains. As startups rise with sky-high valuations, Devendra observes the shift. "Startups disrupt. They create exponential value, unlike manufacturing, which grows incrementally. But sometimes, valuations outpace reality."

Still, he sees merit in the entrepreneurial mindset of today's youth. His own son Advait Surana, trained in Industrial Engineering in the U.S., returned to join the family business. "He was clear - no job search. It was straight into business. That clarity and commitment are rare," Devendra says with pride.

Today's generation, he notes, is shaped by security and exposure. "We grew up cautious because of financial uncertainties. Now, with financial security in place and success stories all around, they are willing to take risks."

When asked about mentors, Devendra names his father first. "He continues to be my guide. When faced with problems, I ask myself - what would he have said? That often gives me clarity." He also credits his brother and organisations like Entrepreneurs' Organisation and Young Presidents' Organisatoin, which exposed him to global thinkers and entrepreneurs. "Each interaction teaches me something and I try to take at least two minutes of wisdom from every meeting."

As a leader, Devendra adopts a hands-off, empowering style. "I give people space. If it's a 60:40 decision I don't agree with, I let it go. Only if I'm 80% sure it's wrong do I intervene - and always with a full explanation."

In an industry where loyalty and longevity are rare, the Surana Group boasts employees who've stayed for 15 to 25 years. "I hope it's not just lack of opportunity outside, but because we take care of their aspirations," he adds.

To unwind, Devendra plays golf, travels frequently, and emphasises work-life balance. "One trip a month, even two or three days - keeps me refreshed."

Ask Devendra about how he'd like to be remembered. He smiles, "As a happy man. Someone, whose name brings a smile, not a frown. That's enough."

Indeed, Devendra Surana's journey is one of building on legacy with vision, staying grounded in values, and looking ahead with hope - a fitting story of growth, humility, and enduring impact.

A Journey Lit by a Tubelight, the life and *times*

“The story begins in Guntur, in the most unusual of ways. Dr Guruva Reddy likes to joke that he was born in a rickshaw—an entry into the world as unconventional as the life that followed. Childhood unfolded in Bapatla, a small coastal town in Andhra Pradesh, where his father worked as a professor at the local agriculture college. The family lived a modest life, defined by earthen pots of cool water, dim 40-watt bulbs, and the simple joys of middle-class India in the 1960s.”

Dr. A V Guruva Reddy
Managing Director

It was here that a boy, wide-eyed and curious, first dreamt of becoming a doctor. Unlike most stories where tragedy inspires the choice—an ailing parent, a loss to disease, or a brush with mortality—his reason was charmingly unusual. "I wanted to become a doctor," he recalls with a smile, "because doctors had tube lights in their homes." recalls Dr AV Guruva Reddy.

For a child who grew up under the soft glow of low-wattage bulbs, the doctor's clinic in Bapatla felt magical. The white walls, the Murphy calendar with its chubby smiling babies, and above all, the brilliance of two fluorescent tube lights created an aura of power and possibility. To his young mind, a doctor's life meant brightness—literally and metaphorically. That small spark of desire would grow into an enduring flame.

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But the path was far from easy. Despite excelling in his studies, he missed admission to medical school by a whisker—once, twice, thrice. Each time, he fell short by just a mark or two. His father urged him to give up on the dream and continue with agricultural sciences. "I'll send you to America for a Master's in Agriculture," his father promised. "Your life will be settled."

Yet, the boy's heart was set. By day, he pursued a degree in agriculture; by night, he studied secretly for the medical entrance, hiding his books under a haystack on the terrace. His mother encouraged him quietly, nurturing his stubborn dream. On the fourth attempt, destiny relented—he secured a seat in medicine. The joy of wearing the white coat, of finally stepping into the world that Guruva Redd had longed for, was indescribable.

Medical school was demanding, but life outside the classroom was even harder. He married young, and the couple's life together was a lesson in resilience. They lived without a refrigerator, stretched every rupee of his stipend, and often borrowed from friends to make ends meet. When an opportunity came to train in England, he didn't even have the money to buy a ticket. The family scooter and refrigerator were sold to fund the journey—sacrifices that became stepping stones to a future beyond imagination.

England was transformative. What began as a small-town dream to open a modest nursing home in Guntur, grew into something far larger. Under the mentorship of Dr. Satish Kouti he entered the world of orthopedics at a time when joint replacement surgery was just beginning to make waves globally. It was the right place at the right time—and Dr. Guruva Reddy embraced it fully, earning his FRCS and MCh, honing skills that would later bring hope to thousands.

Choosing orthopedics wasn't about glamour. In fact, in India at the time, it was seen as the poor cousin to general and cardiac surgery. But he saw it differently. "As long as there are roads and vehicles, there will be accidents," he reasoned. "Orthopedics is a stable branch." His pragmatism proved right. With joint replacement emerging as a pioneering specialty, he returned to India not just as a doctor, but as a torchbearer of new possibilities.

Back in Hyderabad, Dr Guruva Reddy built a reputation not just as a skilled surgeon, but as a doctor who transformed lives. One case remains etched in his memory—a young girl, wheelchair-bound with severe rheumatoid arthritis. Years of suffering had robbed her of mobility. He operated on her hips and knees, and months later, watched her take her first steps. She grew up, graduated, found a job, and even married. Each year, she sends him a greeting card—a simple reminder of why he chose this path.

Guruva Reddy's philosophy of care was clear: medicine was about people, not just procedures. After stints at Apollo Hospitals and KIMS, he followed his instinct to create something deeply personal—**Sunshine Hospitals**. The vision was simple yet profound: a patient-centric hospital where compassion mattered as much as clinical excellence. At Sunshine, patients weren't treated as cases, but as guests. Free tea and biscuits for those waiting outside operating theatres, summer buttermilk for attendants, sandwiches for diabetic patients—small gestures that created big comfort.

The hospital grew rapidly, buzzing with patients, often compared in jest to the rush of Secunderabad railway station. Dr Guruva Reddy himself would see over a hundred patients a day, finishing late at night but never without his signature smile. "The smile I give at 8 a.m.," he often says, "I must still be able to give at 8 p.m. If not, I don't deserve to practice."

Technology, too, became an ally. From WhatsApp consultations to robotics in joint replacements, he embraced every innovation while never losing sight of the human touch. "The higher you go in corporatisation, the more important compassion becomes," he insists.

Dr Guruva Reddy's journey eventually came full circle when Sunshine merged with KIMS, led by his co-brother and dear friend Dr. Bhaskar Rao. "Sunshine is my wife, KIMS is my mother," he jokes. What could have been rivalry became reunion, a testament to relationships built on trust and respect.

Looking back, he calls himself an "Accidental Entrepreneur." Business was never in his blood; healing was. Yet, Dr Guruva Reddy's story is one of light- born in a rickshaw, inspired by a tube light, and today, illuminating thousands of lives through his practice.

And perhaps, that is the true essence of his journey: proof that the brightest lights often begin with the simplest sparks.

From Steel to Soil - The Pragati *Way*

“On the quiet outskirts of Hyderabad, where the city once ended and the wilderness began, a lush green world thrives - Pragati Resorts, a sanctuary born from one man’s dream to reconnect humanity with nature. That man is Dr.GBK Rao - an engineer turned entrepreneur, turned botanist, and finally, a torchbearer for Ayurveda and ecological balance.”

Dr. GBK Rao
Chairman

His journey began in the humble fields of Nalluripalem a small village in Andhra Pradesh. Born into a farmer's family, the rhythm of rural life shaped his earliest memories - walking five kilometers to school on mud roads, feeling the earth beneath his feet, watching the cycles of sowing and harvest. His father often reminded him, "A farmer's hands give, while others only take." It was a lesson in dignity, hard work, and gratitude - values that would guide him all his life.

Rao became the Nalluripalem's first mechanical engineer - a matter of pride for his family. He began his studies at the Regional Engineering College in Kurukshetra and completed his degree at Nagarjuna Engineering College under JNTU, Hyderabad. His uncle, Dr. V.R.K. Rao, a pioneering chemical engineer and the first doctorate from IIT Bombay, became his mentor and spent more time under him learning hands-on work.

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His brilliance soon caught the attention of the industry. At just twenty-five, he joined M.M. Suri & Associates, pioneers in locomotive technology for the Indian Railways, and later headed design and manufacturing at Spray Metal Pvt. Ltd., Pune. Despite his youth, Rao's technical understanding outshone many veterans. After five years in the field, he launched his own company, Mech-Fab Engineering, a small workshop at the Bhosari Industrial Estate in Pune.

The venture exceeded all expectations - his modest goal of ₹50,000 in the first year turned into ₹3.5 lakh. His company earned international certifications from Lloyd's, Bureau Veritas, and PDL Nagpur, setting new standards in metallurgical welding. Soon, giants like Bharat Forge and Philips sought his expertise. His factory became known for a daring slogan — "Bring any metal; we'll join it."

Yet, even as success poured in, Rao's eyes turned elsewhere — to the villages, to the soil, to the air thick with smoke from factories like his own. "I saw how industry was adding to pollution," he recalls, "and I knew the solution lay in returning to nature."

That realization marked the beginning of the Pragati journey.

In the mid-1990s, Rao moved back to Hyderabad, determined to build something that combined his love for the earth with his engineering mind. Thus, was born Pragati Resorts, not just a retreat but a living laboratory for environmental restoration. What began as 32 cottages on barren land has today blossomed into 135 rooms across 900 acres of greenery, surrounded by over 2,000 acres of developed plots - each nurtured with a deep respect for nature.

At Pragati, every leaf tells a story. The air carries the scent of Kalpavrikshas — sacred, medicinal, and aromatic trees like Harichandanam, Santhanam, Parijatham, and Maredu. Each tree purifies the air, each plant has a purpose. The resort is a mosquito-free paradise, a marvel that defies convention. As Rao smiles, "People thought greenery meant mosquitoes - we proved it meant healing."

Under his vision, Pragati became a model of Ayurvedic ecology - a concept rooted in ancient Indian wisdom. "Ayurveda was neglected after the British came," Rao explains, "but Charaka and Sushruta once brought health to the world. We must return to their path." Guided by this belief, Pragati grows over 1,070 varieties of medicinal plants, each with documented healing properties. His team, led by Ayurvedic physician Dr.Sreedhar, has spent nearly three decades treating guests with therapies rooted in the Pancha Bhoota - the five elements of nature.

Rao's passion soon turned Pragati into more than a resort - it became a community. From the 18 surrounding villages, over 650 people found employment and purpose, a number that swells to 2,000 during peak seasons. Families who once worked as daily labourers now manage nurseries, tend cows in the goshala, and welcome visitors from across the country.

Even the animals at Pragati are part of its ecosystem. The cows and bulls – including prized breeds like Ongole, Gir, Sahiwal, and Palakar have won state prizes in traditional bull-pulling contests. The water bodies are alive and self-sustaining, thanks to rainwater harvesting that feeds three crystal-clear creeks. What was once barren land is now breathing life, nurtured by love, patience, and vision.

Notable visitors, from bureaucrats like Sri J.M.Lyngdoh, India's former Chief Election Commissioner, to scholars and nature lovers - have found their peace here. Sri Lyngdoh, who travelled every corner of the country, chose to make Pragati his home. "It feels like living in a village, only purer," he once remarked.

Over the years, Pragati has won more than 450 awards, yet Rao measures success differently. "Money is a byproduct of karma," he says, quoting his belief in Karma Siddhanta. "Do good work, and results will follow."

Today, his son Ajay Chandra continues the legacy, expanding Pragati into new frontiers — including wooden houses made from sustainable pine, an eco-innovation that mirrors Rao's lifelong philosophy: using nature's gifts responsibly to ensure they flourish.

For Rao, every new leaf still brings joy. "I like to spend more time in the resort than my home," he smiles. "When I see a new flower bloom, I feel alive."

From welding steel to nurturing soil, from machines to medicinal plants, Dr.GBK Rao's life stands as a testament to transformation - a story of how one man's conviction can turn wasteland into paradise.

At Pragati, the air is fresher, the ground richer, and the spirit of India's ancient wisdom breathes again.

A *Vision* for a Cleaner Tomorrow

“The Promise of a Greener Future in a world where urban landscapes grow faster than nature can breathe, the challenge of sustainability has never been greater. From the unseen tangles of sewage beneath our cities to the mountains of waste that define their edges, the story of environmental balance is a complex one.”

Goutham Reddy M
Vice Chairman & Managing Director

India, with its billion dreams and relentless pace of development, faces an enormous task — to reconcile progress with preservation. Amidst this challenge stands **RE Sustainability**, a company that has made it its mission to turn waste into worth and pollution into possibility.

At the heart of this effort is **Goutham Reddy**, Vice Chairman & Managing Director of RE Sustainability, a man whose journey from a small village in Telangana to leading one of India's foremost environmental management companies mirrors the transformation of the sector itself.

Early Inspirations

"I come from Nalgonda district — from a small village called Naigaon near Miryalaguda," recalls Goutham Reddy, his tone carrying the calm assurance of a man rooted in purpose. "After my primary schooling in Miryalaguda, I moved to Hyderabad Public School, Ramanthapur, then pursued civil engineering from Nagarjuna University. But the turning point came when I went to the U.S. for my master's in environmental engineering."

In the early 1990s, when most engineers were migrating to IT, Goutham Reddy chose a less-trodden path. "It wasn't fashionable to talk about environment then," he smiles. "But I saw the dirt around me and felt that pollution was an opportunity — a space where India needed innovation. My decision was a choice, not a compromise."

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His early professional years were spent at EPTRI — the Environment Protection Training and Research Institute — one of India's first institutions dedicated to environmental studies. "EPTRI was a wonderful place to start," he says. "It taught me how science meets governance. But eventually, the urge to do rather than research took over — and that's when I joined Ramky."

Building the RE Vision

When Ramky entered the waste management space, the concept of organized environmental infrastructure barely existed in India.

"Our founder shared a strong environmental mindset," says Goutham Reddy. "We came together around a project called the Hyderabad Waste Management Project — a joint initiative of the Governments of India and Australia. What started as a hazardous waste management idea soon evolved into a model for how Indian cities could handle waste sustainably."

Over the next two decades, that model expanded across 22 Indian states and over 14 countries, creating a template for responsible urban growth.

The Indian Reality

India's waste story, as Goutham Reddy puts it, begins not with landfills — but with mindsets.

"The real problem isn't industrial or domestic waste. It's the mind. We all talk about saving the environment, but how many of us act? Segregating waste, conserving water — these are not complex ideas. Even a child knows them. But our inaction is what pollutes the most."

To explain further, he draws a vivid comparison:

"In the U.S., a burger meal leaves behind paper, plastic, and packaging — all of which have recycling value. In India, an idli meal might leave just a banana leaf. Our waste is less valuable, but we are natural recyclers — from the Horlicks bottle reused for masala to the plastic mug that lives a second life until it leaks. Yet, our failure to segregate waste makes the system inefficient. We spend more energy sorting than recycling."

Hyderabad: A Model City

While most Indian cities still struggle with waste processing, Hyderabad stands apart.

"Hyderabad processes 100% of its waste," says Goutham Reddy with quiet pride. "We collect, transport, treat, and dispose responsibly. Waste becomes compost, biogas, recyclables — even power. Less than 20% goes to landfills. It's proof that India can do it right."

He believes the Hyderabad model can be replicated across the nation — "if only there is will, discipline, and accountability."

The Dangerous Waste We Don't See

Beyond domestic waste lies a more sinister challenge — **hazardous and biomedical waste.**

"Hazardous waste, if mishandled, can be fatal," Goutham Reddy explains. "Look at Japan's Minamata tragedy — mercury from industries poisoned fish and, eventually, people. Similarly, biomedical waste carries infections. Needles, blades, bandages — they can transmit diseases if not treated properly."

India, however, has made strides in this area. "Today, over 90% of biomedical waste is treated safely through common facilities across districts. Even during COVID, our teams worked 24/7 without a single day's break."

From Construction to Creation

As cities expand, so do the ruins of construction — concrete, metal, and dust. But to RE Sustainability, even debris holds promise.

"Construction and demolition waste can be 100% recycled," says Reddy. "We've built plants that turn rubble into sand, tiles, and aggregates. It's immensely satisfying — not just business, but transformation."

Global Learnings

Having expanded operations to countries in Southeast Asia and the Middle East, RE Sustainability carries Indian ingenuity to the world.

"The issues in developing countries are similar — poor municipal funding and lack of enforcement," says Reddy. "But our low-cost, high-impact solutions work globally. While Western nations spend up to $200 per ton on waste, India does it for $20. That makes our model exportable."

The Way Forward

As the conversation draws to a close, Goutham Reddy's optimism is measured but firm.

"In the next ten years, I see India managing 85-90% of its waste efficiently. When I began, we managed zero ton. Today, it's 11 million tons annually. Reaching 100 million is possible — with intent and enforcement."

And what does **RE** stand for?

"Originally Ramky Enviro, we evolved into RE Sustainability — because 'RE' also means Reduce, Reuse, Recycle, Recover, Regenerate. It's about doing good again and again. Our logo — the infinity loop — reflects continuity and renewal."

A Legacy of Responsibility

Environmental change begins not in government offices or corporate boardrooms, but in everyday choices.

"Sustainability is not a corporate duty," concludes Goutham Reddy. "It's a human responsibility. We owe it to our children and grandchildren to leave behind a cleaner, fairer planet."

At the end of it, one thing is clear — RE Sustainability is not merely managing waste; it is redefining the future of urban living, one responsible action at a time.

From a Retail Store to a *Manufacturing* Empire

“ The Inspiring Journey of Celkon's Y. Guruswamy Naidu

In the quiet village near Chittoor in Andhra Pradesh, few could have imagined that a young man working alongside his brother in a retail store would one day help shape India's mobile manufacturing revolution. Yet, that is exactly what Y. Guruswamy Naidu, Chairman and Managing Director of Celkon Group, achieved through determination, vision, and an unwavering belief in execution.”

Guruswamy Naidu Y

Chairman & Managing Director

Y.Guru as he is widely known, began his journey in 1992 when he joined his elder brother is business in Nellore. He initially focused on watches, electronics, selling telephones and cordless phones at a time when landline communication dominated India. As technology evolved, He noticed an emerging trend that would change his life forever.

By the late 1990s, mobile phones were beginning to appear in India. They were expensive luxuries, with call charges so high that many people hesitated to answer incoming calls. Yet Y. Guru saw something others missed - the future.

"We were already dealing with telephones and cordless phones," he recalled. "Moving into mobile phones felt like a natural progression."

In 1999, he entered the mobile phone business and established retail outlets across Andhra Pradesh & Telangana. As mobile technology started gaining momentum, Y. Guru immersed himself in understanding every aspect of the industry. He secured BSNL franchises, studied telecom infrastructure, emerging technologies, and carefully monitored industry trends.

His curiosity soon extended beyond selling phones.

"We started understanding manufacturing by working closely with OEM partners," he said. That experience planted a bold idea in his mind: why not build an Indian mobile phone brand?

In 2009, that idea became reality with the launch of Celkon. The first products were introduced to the market in early 2010, while Y. Guru simultaneously invested in research, development, and strategic collaborations to build a strong foundation for future growth. The real turning point came in 2014.

The momentum accelerated rapidly. In 2015, the foundation stone for Celkon's major manufacturing facility in Tirupati was laid in the presence of Prime Minister Shri Narendra Modi, marking a significant milestone in the company's journey, Andhra Pradesh Chief Minister N. Chandrababu Naidu participated in the ceremonial pooja for the facility. By 2017, the factory was formally inaugurated and began large-scale operations, emerging as one of India's pioneering mobile phone manufacturing units. Y Guru saw an opportunity to bring manufacturing home. At the time, many industry experts doubted India could successfully manufacture mobile phones.

Scan for Video

"They told us Indians could sell products but couldn't manufacture them,"

Y. Guru recollects. Instead of being discouraged, he became even more determined. Celkon established a pilot manufacturing facility and successfully demonstrated that large-scale production was possible. Soon afterward, the company set up major operations in Tirupati. Recruiting skilled workers from former Nokia facilities and training local talent, Celkon helped create one of India's earliest large-scale mobile manufacturing ecosystems.

During its peak growth years, Celkon launched more than 700 models spanning both feature phones and smartphones, catering to diverse consumer segments across India. The company also expanded internationally, exporting its products to nearly 12 countries across Asia, Africa and other emerging markets, demonstrating that an Indian brand could compete on the global stage.

Celkon expanded rapidly, opening additional facilities and helping position India as a serious manufacturing destination.

As the brand gained national recognition, Celkon invested heavily in marketing and consumer outreach. The company associated with some of India's most recognisable personalities, including cricket icon Virat Kohli and actress Tamannaah Bhatia, as brand ambassadors. Celkon also made a mark on the international stage by owning and sponsoring a major cricket tournament in the Caribbean islands, making iconic teams like West Indies and Sri Lanka play for the Celkon Cup.

At a time before Samsung and Apple completely dominated the market, a small company from Hyderabad went truly global — outbidding some of the biggest brands in the world to put their name on a major international tournament. It was a proud moment for Indian startups everywhere, proving that a local tech company had the ambition and strength to sponsor massive global events and stand on the world's biggest sporting stage.

But success did not last forever.

Around 2018 and 2019, Indian mobile brands faced intense competition from Chinese manufacturers selling devices at aggressively low prices. Many domestic companies struggled to survive. Several simply shut down.

Y. Guru faced a defining moment. Rather than surrender, he reinvented the business. Celkon diversified into government technology projects, manufacturing GPON networking equipment, tablets, smart classroom solutions, digital display systems, and educational technology products. The company partnered with international firms, including South Korean technology leaders, and expanded into new sectors.

The strategy worked. Leveraging its manufacturing expertise and strong execution capabilities, Celkon successfully transformed itself from a mobile handset company into a diversified technology enterprise. Today, the company serves as a system integrator for multiple government projects across India, delivering large-scale ICT Labs, Smart Classrooms, Atal Tinkering Labs(ATL), Vocational Training Labs, PCB Design Labs, AR/VR Labs, Digital Learning Solutions, and other technology-driven educational infrastructure projects.

Through these initiatives, Celkon continues to play a significant role in India's digital transformation journey.

One of Y. Guru's most ambitious achievements was helping develop Tirupati's electronics ecosystem through Seven Hills Digital Park. Under his leadership, the park attracted a diverse range of manufacturers producing Camera Modules, chargers, batteries, printed circuit boards, and optical components - many of which were traditionally sourced from international markets. Today, the ecosystem is home to leading global companies such as Foxlink Group and Sunny Opotech, creating a robust supply chain, generating employment, and strengthening India's electronics manufacturing capabilities.

"Very few people realise that precision camera lenses manufactured in Tirupati are today being exported to countries across the globe. It is proof of how far India's manufacturing ecosystem has evolved," he said with pride.

For Y. Guru, however, manufacturing is about more than factories and profits. He believes industrial growth should transform lives. Over the years, Celkon's factories have created employment opportunities for thousands of young people, especially women from rural communities. Many joined with little technical experience but gained valuable skills through training programs. Recognizing the growing need for skilled workers, Celkon launched initiatives focused on technician training, mobile servicing, and manufacturing education.

When asked about the secret behind his success, Y. Guru's answer is surprisingly simple.

"An idea is only one percent," he says. "Execution is ninety-nine percent."

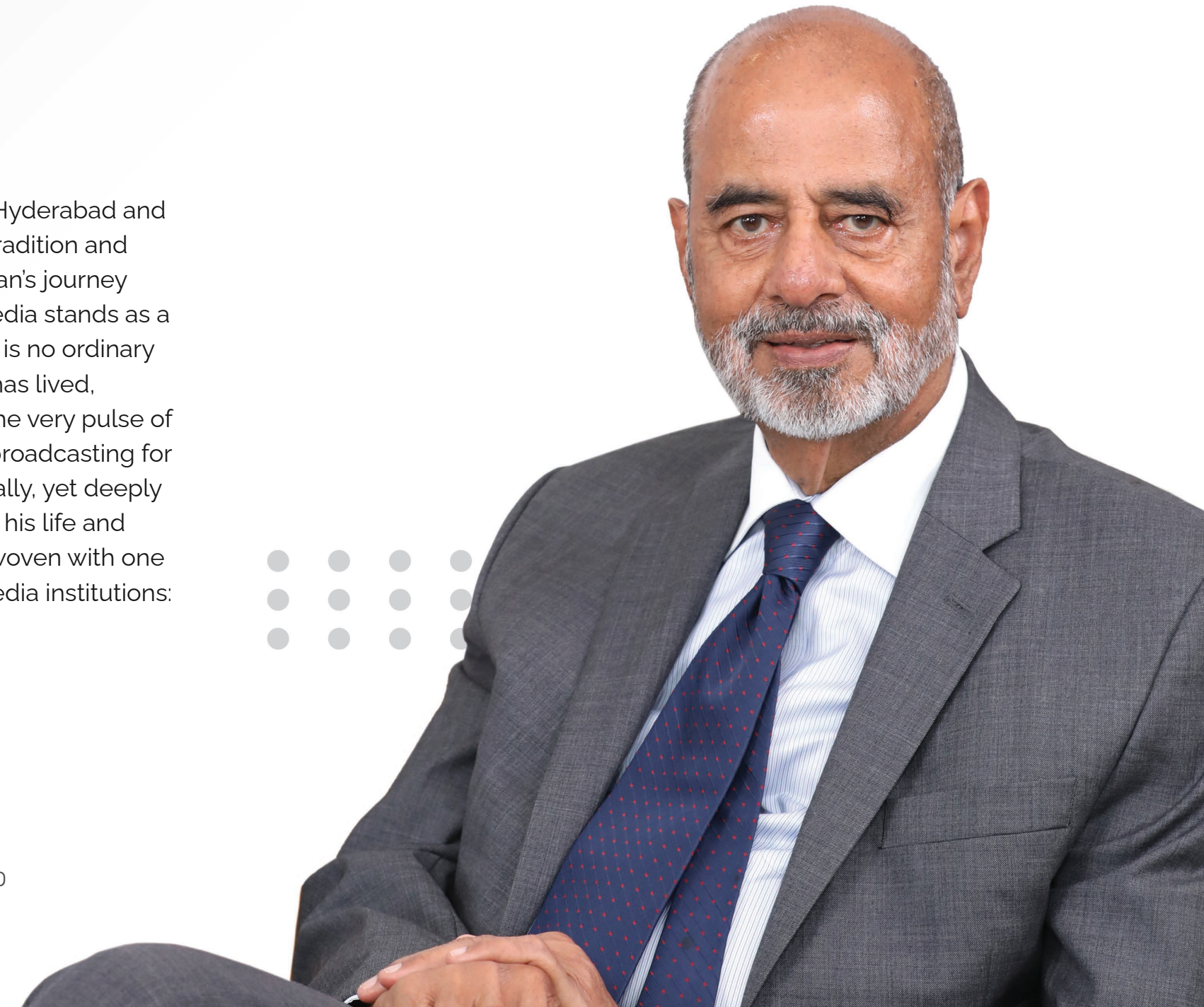
He encourages young entrepreneurs to spend time planning, understanding their market, and staying committed when challenges arise. According to him, failure is not the end—it is a lesson.

Looking ahead, Y. Guru remains optimistic about India's future. He believes sectors such as electronics, drones, electric vehicles, and smart technologies will drive the country's next wave of economic growth.

From a small village to leading one of India's most recognised electronics companies, Y. Guru's story is a testament to perseverance, adaptability, and vision. His journey proves that success is not built overnight. It is earned through decades of learning, risk-taking, and relentless execution.

For aspiring entrepreneurs, his message is clear: dream big, work harder, and never stop moving forward.

The Story of a *Media Man*



> In the bustling heart of Hyderabad and Secunderabad, where tradition and modernity meet, one man's journey through the world of media stands as a chronicle of change. He is no ordinary media professional-he has lived, breathed, and shaped the very pulse of news, advertising, and broadcasting for decades. Known nationally, yet deeply rooted in the twin cities, his life and career are closely interwoven with one of India's most iconic media institutions: the Eenadu Group.

I Venkat

Director, Eenadu Group

A True-Blue Hyderabadi

I am a true-blue Hyderabadi, I Venkat often says with quiet pride. His family had migrated to the city generations ago, leaving behind their village life to settle in Maredpalli, Secunderabad. Medicine was the family calling - his grandfather, father, uncles, and cousins were all doctors. Yet, destiny had a different script for him. Drawn into media by chance rather than design, he would go on to become a key player in an industry that defined modern India's information age.

Venkat recalls growing up in the family's ancestral home, surrounded by three elder sisters and a younger brother. Over time, life dealt its share of loss - his brother passed away decades ago, and two of his sisters too. Today, he and one surviving sister carry forward the family's memories. His personal story mirrors the resilience of the city itself, a blend of tradition and change.

The Accidental Beginning

Like most youngsters of his time, choices were few - engineering, medicine, law or graduation. With medicine ruled out, he completed his graduation and began looking for a job. That search landed him in Kiron Ads, an advertising agency founded by none other than media legend Ramoji Rao. What began as a trainee role slowly unfolded into a remarkable journey.

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When Eenadu was launched, he was offered the post of Advertising Manager in Visakhapatnam. A year later, as headquarters shifted to Hyderabad, he too returned to his city—this time to stay for good. It was here that his career intertwined with Ramoji Rao's vision.

The Colossus Called Ramoji Rao

Ramoji Rao was a phenomenon—a hotelier, film producer, and entrepreneur who dared to dream beyond the obvious. The story of Eenadu's birth is now folklore. In the early 1970s, while developing Dolphin Hotel in Visakhapatnam, Rao noticed that newspapers reached the city only in the afternoon. By then, the day's news was stale. Spotting an opportunity, he decided to bring out a Telugu newspaper that would arrive at sunrise. In 1974, Eenadu was born.

What followed was not just the success of a newspaper but the rise of an institution. Eenadu transformed how Telugu people consumed news—it was hyperlocal, timely, and deeply connected to the reader. From district-level supplements to city-specific zonal editions, Eenadu innovated relentlessly. A women's page in 1992, youth and children's pages in the early 2000s, sports, lifestyle—each experiment set a benchmark, later copied nationwide.

"Rao garu was a perfectionist," he recalls. "For him, everything had to be done A to Z, without compromise. That was one of the reasons he succeeded in whatever he touched." Employees, too, were treated with rare professionalism. Salaries arrived on time, processes were systematic, and innovation was constant. For him, working with Ramoji Rao was both a privilege and a rigorous training in discipline.

News Time – ahead of its time

But not every experiment succeeded. Eenadu's foray into English with News Time was bold, innovative, and ahead of its time. With unique layouts, city-first reporting, and special features, it won critical praise. Readers, however, wanted more than just news—they wanted classifieds, entertainment listings, and advertising-driven content. Competing with established English dailies proved tough. Though it did not last, News Time remains fondly remembered for its pioneering style.

Television and the New Frontier

If print was his first world, television became his second. Eenadu TV was born not as a pure news channel but as a general entertainment channel with scheduled news capsules. Later, it evolved into a full-fledged news network, eventually operating from the sprawling Ramoji Film City. Placing the studio outside city limits was another masterstroke - it offered space, freedom, and infrastructure unmatched by urban offices.

Being one of the few professionals in India to lead both print and television operations, he takes pride in having built robust systems and processes. "That has always been my passion—creating order and efficiency," he says. Under his leadership, custom-built software solutions kept Eenadu ahead of the curve, often surpassing even the systems used by India's largest media houses.

The Changing Landscape

The arrival of COVID-19 reshaped media worldwide. Newspaper circulation fell sharply as distribution halted. Readers discovered the convenience of digital editions, news apps, and video clips. Television, too, saw audiences drift to OTT platforms. Print has since recovered partially, with regional language newspapers regaining more ground than English ones.

"Vernacular newspapers will always outlast English," he insists. "Because while English is urban, language goes deep into towns, villages, and hearts."

Advertising too has transformed—from full-service agencies of the past to today's fragmented world of media buyers, creative boutiques, and freelancers. He has watched this evolution up close, never losing sight of the symbiotic bond between advertisers and publishers.

Looking Back, Looking Ahead

With decades behind him, he carries a quiet humility about his achievements. "I was lucky to have handled both print and television under one umbrella - that was rare. But I see myself as just another professional, not a media professional.

His biggest honour came when the International Advertising Agencies Association (IAAA) bestowed the highest honor to a Marcom professional - the induction into the Hall of Fame. He happens to be the only second non advertising person to be awarded. This award is a recognition for a lifetime of distinguished and selfless service to the industry and IAAA. Venkat also held important and prestigious positions like the Chairman of Audit Bureau of Circulations (ABC), Media Research Users Council India (MRUC) and Treasurer of IBF.

Asked how he would like to be remembered, he smiles: "Simply as IV. Just IV. Nothing more."

It is this unassuming simplicity, combined with decades of unmatched contribution, that makes his story worthy of a coffee table book. A Hyderabadi at heart, a media professional by destiny, and a witness to half a century of change - he remains a fixture in the story of Indian media, much like Eenadu itself: rooted, relevant, and ever-evolving.

Built to Last: The Quiet Legacy of Sudhakar *Pipes*

> “Pipes are rarely noticed. They work quietly behind walls, under roads, across farms, and through cities. They do not demand attention, yet they are essential to everyday life. When they perform well, nobody notices; when they fail, everything comes to a halt. Few industries embody quiet resilience the way pipes do, and few companies have understood this better than Sudhakar Pipes.”

Jayadev Meela
Managing Director

The story began in 1971 in the small town of Suryapet, with an initial investment of just ₹2 lakh, partly financed by the Andhra Pradesh State Financial Corporation. Sudhakar Pipes was founded by Meela Satyanarayana, with financial support and partnership of his brother-in-law, Ananthula Janardhan. Together they established a modest manufacturing unit despite having no prior experience in the plastics industry. Coming from a rice milling background, they ventured into an entirely new field with determination, courage, and a vision to build something meaningful.

The opportunity emerged when government officials encouraged local entrepreneurs to establish industries that were largely absent in the region. Plastic electrical conduits were one such product category. The founders went to Bombay to understand the technology and machinery, and they decided to take a leap of faith-that would eventually transform not only their company but also the industry in the region.

The early years were challenging. Selling pipes was harder than manufacturing them. Plastic products were viewed with skepticism, and customers preferred conventional materials. Demand was limited, payments were delayed, and cash flow remained uncertain. At times, the family even sold jewellery to keep the factory running.

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By 1975, Jayadev Meela joined the business and helped transform a struggling enterprise into a growing manufacturing brand. Rather than relying on advertising, the company focused on educating electricians, contractors, and customers about the benefits of plastic conduits. Trust was built through demonstrations, personal engagement, and consistent product performance.

The first major success came with electrical conduits. In the early 1980s, Sudhakar entered the PVC water pipe segment—a decision that would redefine the company's future. As farmers searched for reliable alternatives to metal pipes, PVC pipes offered significant advantages: they were lightweight, corrosion-resistant, easy to install, and cost-effective.

As demand increased, the company invested in advanced twin-screw extrusion technology, improving product quality, strength, and consistency. This technological upgrade enabled higher production capacity while maintaining strict quality standards.

Over the years, Sudhakar Pipes expanded steadily and thoughtfully. Its product portfolio grew from electrical conduits to water supply systems, sanitary solutions, HDPE pipelines, drip irrigation systems, CPVC pipes, UPVC windows and profiles, electrical wires and cables, and other infrastructure products. Every expansion was guided by market readiness and customer needs rather than short-term trends.

This disciplined approach shaped the company's success. When HDPE pipes emerged as a preferred solution for large drinking water projects, Sudhakar invested in the technology despite higher costs, focusing on long-term durability. Similarly, the company entered the UPVC windows segment only after customers recognised the benefits of energy-efficient and low-maintenance alternatives.

Today, Sudhakar Pipes is a ₹2,000-crore enterprise with manufacturing facilities across Telangana, Andhra Pradesh, Karnataka, Odisha, and expanding markets in Central and North-Eastern India. It's network of more than 4,000 distributors and dealers is supported by a dedicated logistics system that ensures timely deliveries across the country.

Importantly, Sudhakar Pipes stands as one of Telangana's most successful home-grown manufacturing enterprises, creating employment opportunities and contributing significantly to the state's industrial growth.

Despite its scale, the company remains deeply rooted in family values. Responsibilities are clearly defined, decisions are transparent, and the next generation is encouraged to innovate.

One of the greatest strengths driving Sudhakar Pipes' remarkable journey is the unwavering commitment of both the Meela and Ananthula families. What began as a vision of Meela Satyanarayana and Ananthula Janardhan has grown into a multi-generational enterprise driven by shared values, trust, and dedication. Following the leadership of Jayadev Meela, his brothers, sons, and members of the Ananthula family have played active roles in expanding the business across regions, manufacturing facilities, and product categories. Their collective efforts, entrepreneurial spirit, and long-term commitment have transformed a small manufacturing unit in Suryapet into one of India's leading pipe and infrastructure solutions companies.

The active involvement of successive generations from both families has ensured continuity, stability, and sustained growth while preserving the founding principles of quality, integrity, and customer trust. This strong family partnership has also enabled the company to diversify into electrical wires and cables, advanced aluminium systems, and other emerging business opportunities, blending tradition with innovation.

Quality has always remained non-negotiable. In a highly competitive market, Sudhakar chose to focus on reliability and longevity rather than short-term cost advantages. Farmers learned that a pipe lasting thirty years is more economical than replacing one every few years. Homeowners discovered that dependable infrastructure matters more than what is immediately visible.

The company's products also contribute to water conservation, efficient irrigation, and sustainable infrastructure development, supporting India's long-term growth objectives.

From a small factory in Suryapet with an investment of just ₹2 lakh to a ₹2,000-crore enterprise serving customers across India, Sudhakar Pipes represents the power of vision, perseverance, and quality. Its journey mirrors the story of Indian manufacturing itself—built on hard work, strengthened by innovation, and sustained by trust.

As India moves toward a future of smarter infrastructure, water security, and greater self-reliance, Sudhakar Pipes continues to stand strong—quietly carrying the nation's growth, one pipe at a time.

"Our success has never been about selling pipes; it has been about building trust that lasts for generations," says Sudhakar.

Medicine in *Microns*

> “In the bustling world of industry and business leadership, it’s rare to find a story like that of Dr. Kasu Prasad Reddy, founder of Maxivision Hospitals. Unlike the titans of trade and politics he grew up around, Dr. Reddy chose a path defined not by power or wealth but by compassion, precision, and an unwavering commitment to improving lives.”

Dr. Kasu Prasad Reddy

Founder

Born in a small, serene village in East Godavari District, Dr. Kasu Prasad Reddy's earliest memories were shaped by the gentle care of his grandmother. For his first six years, she was the central figure of his world, nurturing him with love and wisdom until he reunited with his parents. His family, steeped in politics, wielded significant influence. His father Sri Kasu Vengala Reddy was a kingmaker, and his uncle Sri Kasu Bramhananda Reddy rose to become a Chief Minister and later held key positions at the centre, including Home Minister and Governor of Maharashtra. Yet, despite these towering legacies, Dr. Reddy charted his own course.

He completed his initial medical education 1st year in Gulbarga Medical College with Dr Y S Rajashekar Reddy as his NCC Commander, on whom he later operated both eyes as the Chief Minister of then combined AP and Dr. K V P Ramachandra Rao as classmates, He got transferred to Guntur Medical College to join his soul mates and later he briefly dabbled in politics, helping his brother secure his first electoral victory in 1978. It was an eye-opening experience. For a young doctor accustomed to camaraderie in sports, the divisiveness of caste, money, and politics felt alien. "I realized I didn't fit into this world," he recalls. Medicine, he decided, was his true calling, apart from Cricket, Hockey Tennis and Horse riding.

His journey was far from linear. Starting with general surgery at Stanley Medical College, for three years financed by his mother in law in Chennai, Dr. Reddy went on to pursue further specialization in the United Kingdom. Initially aiming for ophthalmology, he traversed orthopedics, neurosurgery, accident and emergency care and Aviation Medicine, each detour enriching his skills and resilience. "I was a classic example of someone who lost his way but found his path, and fell in love with ophthalmology," he reflects, laughing at the memories of celebrating failures as much as victories.

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A turning point came when he returned to ophthalmology, working under mentors Dr. Kolli Lajpathi Rai Chowdhary, his senior from Guntur Medical College and Dr. Srivatsava Desai, from Karnataka. Within six intense months, he mastered what most learned in six years, immersing himself in the discipline with a rare combination of dedication and passion. It was here, in the precise world of ophthalmology, that Dr. Reddy found his true calling. Laser techniques for vision correction, particularly the removal of spectacles, became his life's mission. He aimed to perfect procedures that were safe, effective, and transformative, impacting thousands of lives. He started with the Corneal Laser Centre, in Chester Liverpool with the first Excimer Laser PRK , in Europe to get rid of glasses and became the first Surgeon to introduce LASIK in UK. In 1995 he decided to come back to India to serve his own country and introduced the first LASIK to remove glasses permanently in India.

Returning to India after 20 years abroad was driven by a profound desire to serve his own people. He recognised a societal bias against girls who wore glasses and saw an opportunity to make a tangible difference. Yet, he faced a dilemma common to many doctors: how to balance professional excellence with the need to provide care for those who couldn't afford it. With determination, he established a system through his father's trust, KVR Memorial Trust along with his younger brother Kasu Rajgopal Reddy, Enterpreuner and Honorary Counsul for Seyschelles, ensuring that the poor could access treatment at no cost. From bus conductors' children to village residents, everyone had a chance to regain clear vision, thanks to a model rooted in empathy and fairness to provide the modern technology at no cost to some and lesser cost to others.

Maxivision Hospitals emerged not merely as a center of medical excellence but as a testament to Dr. Reddy's philosophy: care without compromise. From training his staff, to mentoring young doctors across India, he ensured that knowledge and expertise were shared widely. His approach was unique - combining deep medical skill with a humane, personal touch. Even international experts came to learn from him, drawn by the precision and dedication that defined his work. He says "By the grace of God, he introduced the first Phakic IOL (PIOL) for those with high power who are not suitable for LASIK. In 2000 he introduced INTACOR and SUPRACOR LASER treatments for getting rid of reading glasses for those above 40 years of age. A major milestone in 2010, When he became the first Eye Surgeon in the world to conduct Femto Laser Assisted Cataract Surgery (FLACS) Prototype Device Research, for Technolas, Bausch and Lomb of Munich, Germany. He was invited to the World Podium of Ophthalmology, and travelled all over the world.

Yet, Dr. Reddy's journey isn't just about surgical skill. Recognising that he could not single-handedly run the expanding enterprise, he embraced professional leadership in management, in capable individuals like Dr. Velu, from Trivitron, who bought over Maxivision and its 12 centres in AP and Telangana in 2011. Dr Reddy remained the Founder and Chief Surgeon. Dr Velu continues to oversee operations. Today, Maxivision is present in Gujarat, Maharashtra, Kerala and Tamil Nadu and has 70 centres, while Dr Reddy concentrates on the art and science of ophthalmology. This synergy allowed Maxivision to grow sustainably, maintaining its core mission of service while reaching new heights.

Dr. Reddy's vision extends beyond individual hospitals. He has worked tirelessly to eradicate preventable blindness in India, partnering with community programs and training optometrists in underserved villages. From tribal communities, when he went to President Murmu's village, at her request and trained six tribal children for one year and helped to set up first Maxivision free hospital in the village. His initiatives have restored sight and dignity to countless people, embodying his belief that medicine is not just about curing but about enhancing quality of life.

Dr Reddy, proved that Medical profession is the only profession, which is beyond Caste, Colour, Region, Religion and Politics, He conducted Modern Eye examinations for one year for Telugu Desam Party members in their TDP office at the request of CM, Sri Nara Chandrababu Naidu. Dr Reddy always says he is a small person in one speciality, in an ocean of Medical Field. His life's ambition and goal is winning hearts of his patients and people he comes across in life.

Reflecting on his life, Dr. Reddy speaks with humility. Awards and accolades matter little; the real recognition comes from the lives touched, the patients helped, and the colleagues inspired. "I want to be remembered as someone who delivered truth and care in every action," he says. For him, medicine is measured in microns - every laser, every procedure, executed with absolute precision and integrity.

Dr. Kasu Prasad Reddy's story is one of failure in two subjects in MBBS and UK changed him and his dedication, resilience, and vision and also took the British Pilot License. From the quiet lanes of East Godavari to the cutting-edge hospitals of today, his journey reminds us that greatness is not always defined by power or wealth, but by the relentless pursuit of excellence and the courage to follow one's true calling. In a world that often prioritises speed and shortcuts, he stands as a reminder that precision, compassion, and humanity are the ultimate markers of a life well-lived.

The Affordable Vaccine *Pioneer*

> “He challenged the status quo and decided to find his own way through the bureaucratic maze to create a vaccine story of his own - one that has few parallels.”

Dr. K.I. Varaprasad Reddy

Founder

SHANTHA BIOTECHNICS

Varaprasad Reddy was born into an agricultural family in Nellore district, Andhra Pradesh. Encouraged by his mother and raised under the influence of his Communist-leaning uncle, he completed his B.Sc. in Nellore and engineering in electronics at JNTU Kakinada.

He began his career as a scientist at the Defence Electronics Research Laboratory, working on import-substitute products for India's armed forces. Disillusioned that none of these innovations were adopted, he joined the Andhra Pradesh Industrial Development Corporation. To understand financial nuances better, he pursued an MBA from Osmania University, but got disillusioned that he was unable to do much to help the entrepreneurs.

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In 1985, he left the job and turned an entrepreneur by joining Hyderabad Batteries Ltd, a firm making indigenous batteries for the Indian Air Force. Despite the technical brilliance of its MIT-educated founder, the company was financially tottering. But Varaprasad's marketing skills not only helped the firm turn the corner but also emerge as a successful venture and opening subsidiaries. But soon differences cropped up between the partners and in 1991, they parted ways.

While looking out for fresh opportunities, he accompanied his cousin to a WHO conference at Geneva where he was pained to hear the criticism of Indian apathy towards Hepatitis B immunization. India had high number of liver infections but lacked infrastructure, technology, and commitment. WHO's directive to include Hep-B vaccination in National Immunisation program (NIP) was ignored by successive Indian governments.

Varaprasad Reddy was alarmed by the situation and when no conventional pharma company was willing to produce the said r-DNA vaccine, he decided to produce it in India, by buying technology from US. But the representative of the US firm dismissed India's potential, telling him it would take two decades for Indian scientists to absorb recombinant DNA technology. That insult sparked his resolve: "Let me prove the Indian talent to the world by developing and manufacturing the first indigenous r-DNA vaccine."

India had no biotech ecosystem, no government support, and no regulatory framework. Since no one could assess the market potential for this vaccine, Banks refused loans, and VCs did not come forth. Despite this, he pressed on.

Osmania University gave him lab space and lent Prof. Geeta Sharma, to lead the research team, under the guidance of Dr. Guntaka Rami Reddy, an NRI professor. With the financial assistance from his father and investments from friends and relatives, here and abroad, in 1993, he registered Shantha Biotechnics, naming it after his mother.

By 1995, when personal funds were not enough to proceed further, an Omani minister invested Rs 1.92 crore personally and arranged another Rs 15 crore from Oman Bank at nominal interest. In 1996, Central Govt's Technology Development Board granted a loan of Rs 8 crore.

Yet, hurdles remained. DCGI delayed Shantha's application to manufacture the vaccine. When the approval finally came, it was only for 10 million doses - far below the required scale for batch production. The research went ahead and after finishing clinical trials successfully, Shantha could come out with the most effective and efficacious first indigenous vaccine for Hep-B, named Shanvac-B

Eventually, after navigating through red tape and scepticism, he launched the vaccine at a fraction of the Rs 840 per dose charged by multinationals. The price war prompted the MNCs to question his product's efficacy, leading to rigorous independent testing across six Indian centers, Which Shanvac-B passed with flying colors.

Shantha Biotech applied for WHO pre-qualification, a three-year process involving intense scrutiny. Once approved, UNICEF began procuring the vaccine. While MNCs quoted $18, Shantha offered it at 23 cents, thus capturing nearly 80% of the UNICEF's global market share.

Despite global success, the Indian government didn't procure a single dose from Shantha for 11 years, due to Reddy's refusal to pay bribes. Instead, he launched mass vaccination camps to bring awareness among public about the disease and offering shots at subsidised prices with free consultation and administration. Only during Dr. Manmohan Singh's tenure as Prime Minister did the vaccine become part of India's immunisation program.

As a leader, Dr Reddy believed in empowering his team. He made his employees shareholders, letting them enjoy the wealth generated. Unlike typical bosses who lead by fear, he saw leaders as those who inspire confidence and stand by their team. Shantha went on to produce many more vaccines and therapeutics and soon attracted attention of global pharma players.

Merieux acquired stake in the company and eventually, Sanofi acquired Shantha Biotech and ran it for a decade. They then sold it to Gland Pharma, which continues the company's mission of affordable, quality healthcare. Varaprasad Reddy still retains a minority stake.

Today, Shantha Biotech is developing hexavalent vaccines - combining Hepatitis B, DPT, Hib, and Polio, simplifying immunization schedules, saving time and resources. Other vaccines under development include ones for cholera, dengue, and typhoid.

From Bicycle Bundles to Sacred *Silks*

> A Master Class for Entrepreneurs.
> The Remarkable Journey of Krishnamurthy, the Spiritual Soul of Mangala Gowri. In the bustling textile lanes of Hyderabad, where commerce and tradition have intertwined for generations, few stories capture the spirit of perseverance quite like that of Krishnamurthy - Founder and Chairman of the Mangala Gowri Group. His journey is not merely a business success story; it is a deeply human narrative woven with devotion, discipline, family values, and an unwavering belief that business, at its highest form, can become a sacred offering.

Krishna Murthy S
Managing Director

Born in the quiet town of Kamareddy, Krishnamurthy's life unfolded in Hyderabad, where his upbringing, education, and entrepreneurial instincts took shape. Raised by his parents, Viswanatham and Venkataratnamma, in a close-knit family of four brothers, he often smiles while recalling how his family resembled a "Triple R" long before the term became iconic in popular culture. While his brothers carried names beginning with "R," his own name stood apart — Krishnamurthy — perhaps a fitting symbol for a man destined to chart his own unique path.

Long before he became a retail visionary, Krishnamurthy was a schoolboy navigating the crowded streets of Koti. His initiation into business came during the holidays after seventh grade, when he began working in textile shops. What started with sweeping floors and dusting shelves slowly evolved into a lifelong education in trade and human relationships. Through his teenage years, he worked tirelessly — first as a helper, then as a salesman, later a supervisor, and eventually a manager.

Those formative years shaped his understanding of customers, markets, and hard work. Hyderabad's apparel market at the time revolved around traditional suitings and shirtings, but Krishnamurthy and his brothers sensed a changing tide. They introduced ready-made garments to the city in a bold and memorable way — selling a complete suit package for ₹1,295, accompanied by complimentary shirts, ties, and tie pins. It was a revolutionary concept for its time, and it signaled the arrival of a new retail mindset.

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Yet the true spirit of entrepreneurship emerged on Sundays.

While employed during the week, the brothers transformed their lone day off into an opportunity. Balancing bundles of clothes on bicycles, they rode through neighborhoods meeting friends, families, and acquaintances, showcasing garments and collecting orders. Payments often came later, in installments, but the brothers persisted with unwavering determination.

Soon, those humble bicycle journeys expanded into ambitious festival sales across India. During Onam, they traveled to Kerala; during Diwali, to Chennai; for Ramadan, to Anantapur; and for Sankranti, to coastal Andhra towns. They rented halls, created temporary stalls, and brought affordable fashion directly to communities. Every journey sharpened their instincts and expanded their dreams.

Still, Krishnamurthy never imagined the scale of what Mangala Gowri would eventually become.

The turning point arrived not through business strategy alone, but through spirituality. While managing work and family responsibilities, Krishnamurthy began dedicating one hour every week listening to the discourses of spiritual teacher Pandurang Shastri Athavale. Those teachings gradually transformed his understanding of life, business, and purpose.

Travelling through villages and reflecting on spiritual values, he discovered a philosophy that would become the foundation of Mangala Gowri: external success is meaningful only when accompanied by inner growth. Wealth without spiritual grounding, he realised, is empty.

And so, when the first Mangala Gowri store opened in A.S. Rao Nagar, it was unlike any textile showroom that Hyderabad had seen before.

Customers did not walk into a conventional retail store; they entered a space designed with the serenity of a temple. A Tulasi altar stood at the entrance. Fragrant incense filled the air. Sacred music echoed softly through the interiors. A shrine dedicated to the Goddess welcomed visitors, while every purchase was treated almost ceremonially — accompanied by blessings and reverence.

For Krishnamurthy, this was never branding alone. It was philosophy made visible.

He believed that business should remain sacred, pure, and rooted in gratitude. Prosperity, in his worldview, was not limited to financial success; true abundance included health, family harmony, peace of mind, and spiritual fulfillment. Through Mangala Gowri, he sought to create not just a shopping destination, but an emotional and cultural experience.

#MallForAll

MANGALA GOWRI
SHOPPING MALL

The response was extraordinary.

Within just three years, Mangala Gowri expanded from a single outlet to seven thriving stores across Hyderabad. Customers traveled not only from Telangana and Andhra Pradesh, but also from Karnataka and Maharashtra. Many entered simply out of curiosity after seeing the temple-inspired architecture — and stayed because they found authenticity, warmth, and trust.

At the heart of Mangala Gowri's success lies its deep understanding of changing generations. Krishnamurthy recognised that today's young buyers seek individuality, fresh color palettes, and contemporary aesthetics while still honouring tradition. Working closely with dedicated design teams and artisans from Kanchipuram, the brand began creating exclusive silk sarees tailored for modern sensibilities.

The philosophy was simple: bring the grandeur of Kanchipuram to Hyderabad without compromising authenticity.

But perhaps the most remarkable aspect of Krishnamurthy's story is his unwavering humility. Despite decades of success, he continues to define wealth not by buildings, vehicles, or financial assets, but by contentment.

"Without devotion," he says, "life is zero."

That belief extends into every aspect of the business. Customers visiting Mangala Gowri are gifted Tulasi plants as symbols of environmental responsibility and spiritual awareness. Copies of the Bhagavad Gita are distributed to inspire reflection and inner strength. For Krishnamurthy, commerce and consciousness must coexist.

Today, standing amid Hyderabad's competitive retail landscape, Mangala Gowri is far more than a textile empire. It is a living reflection of one man's journey — from a schoolboy carrying bundles on a bicycle to a visionary entrepreneur who infused spirituality into commerce.

And even now, when asked whether he would choose a different profession if life offered him another beginning, Krishnamurthy answers without hesitation:

"This very field. We were born into it, we grew up in it, and we will remain in it until our very last breath."

In an age driven by speed and scale, his story reminds us that the most enduring businesses are not built merely with capital, but with conviction, culture, and soul.

From Karachi to *Hyderabad*

“The Sweet Legacy of a Bakery That Refused to Forget its Journey.

The story of Karachi Bakery begins long before its famous fruit biscuits became synonymous with Hyderabad. It begins amidst the upheaval of partition, when a family was forced to leave behind everything familiar and embark on an uncertain journey into a newly independent India.”

Lekhraj Ramnani

Managing Director

The Original since 1953

For the Ramnani family, Sindh was home. They owned a bakery and were deeply rooted in the food business. But in 1947, as borders were redrawn and lives were uprooted, they joined countless others migrating from what had become Pakistan. The family first arrived in Bombay, carrying little more than hope and memories. Business opportunities were scarce, and survival was difficult. Soon, they looked southward toward Hyderabad.

At the time, Hyderabad was still associated with the grandeur of the Nizam, a city of opportunity and culture. It felt like a place where a displaced family could begin again.

Like many refugees of that era, the Ramnanis received modest assistance from the government. The family was allotted ₹1,500 by the custodians who helped rehabilitate migrants arriving from Pakistan. It was enough to start over, but not enough to thrive.

Lekhraj Ramnani's father initially entered the charcoal trade, doing whatever was necessary to support the family. Yet, deep inside, they remained bakery people.

Their true calling returned in 1953.

At Hyderabad's historic Moazzamjahi Market, the family found a small shop. Lekhraj's grandfather immediately approved of the location, sensing its potential. What began as a modest outlet gradually expanded as they rented adjacent shops and increased production. Then came a defining moment. Years later, when the property's owner—a local nawab—decided to sell, the family seized the opportunity and purchased the premises.

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"It was God's blessing," Lekhraj would later reflect.

For nearly five decades, Karachi Bakery operated from that single outlet, quietly building a reputation that would eventually transcend Hyderabad itself.

One of the bakery's simplest yet most effective innovations was allowing customers to sample products before purchasing them. It was a straightforward philosophy: if customers liked what they tasted, they would buy. If they didn't, the bakery had failed to meet its own standards. The approach reflected a deeper belief that quality should speak for itself.

As the business grew, so did the family. Four brothers joined the enterprise, each contributing in different ways. Alongside the bakery, they established Karachi Agencies, a wholesale business dealing in tinned foods, ketchup and other products. Entrepreneurship became a family tradition.

Then came the next generation.

By the turn of the century, customer habits had changed. Hyderabad's growth had transformed the city, and consumers no longer wanted to travel long distances for their favourite biscuits. The younger Ramnanis saw an opportunity.

"If customers won't come to us, we'll go to them."

That simple insight led Karachi Bakery beyond its historic flagship store. New outlets opened across Hyderabad—in Jubilee Hills, Gachibowli and other locations—followed by expansion into cities such as Mumbai and Delhi. An outlet at Delhi Airport introduced travellers from around the world to a Hyderabadi institution.

Despite the expansion, one principle remained unchanged: every biscuit would still be made in Hyderabad.

Even today, Karachi Bakery's iconic fruit biscuits, Osmania biscuits, cashew biscuits and specialty products are manufactured in the city before being distributed across India and overseas. The logistics may reduce profit margins, but freshness remains non-negotiable. Carefully managed stock levels ensure products reach consumers at their best.

The company's catalogue has grown enormously over the years, encompassing 13 product categories and more than 50 sub-categories. Alongside classics such as fruit biscuits and Osmania biscuits, newer innovations continue to emerge. One example is Coco Tiny chocolates, developed after a younger family member, Harish Ramnani, received international training and returned with fresh ideas.

This willingness to innovate while preserving tradition has become one of Karachi Bakery's greatest strengths.

Today, the third generation plays a leading role in the business. New ideas, new products and new perspectives flow into the company while elders provide guidance and continuity. It is a delicate balance between experience and experimentation.

The bakery now employs around 1,000 people and operates a highly automated manufacturing facility near Shamshabad. Every day, more than a tonne of fruit biscuits roll off production lines. Yet remarkably, some products are still made by hand, preserving techniques that machines cannot replicate.

Quality remains the family's most sacred value.

Lekhraj recalls his father's advice: if quality is maintained, the next four or five generations will never struggle. It is a philosophy that continues to guide every decision.

The name 'Karachi Bakery' has occasionally sparked controversy, particularly during periods of heightened political tension. Some questioned why an Indian bakery should carry the name of a city now located in Pakistan.

For the Ramnanis, however, the name is not political. It is personal.

It represents memory, migration and identity. It honours the place they left behind while celebrating the success they built in India. Rather than erasing their history, they chose to preserve it in plain sight.

Today, Karachi Bakery products travel far beyond Hyderabad. They are exported to the United States, Dubai and other international markets. New manufacturing units may one day emerge in cities such as Chennai or Mumbai. Growth continues, but the values remain unchanged.

At 75 years and counting, Karachi Bakery stands as more than a successful business. It is a testament to resilience, family unity and the power of starting over.

Perhaps the bakery's enduring philosophy is best captured in a Sindhi saying that Lekhraj often shares:

"If your words are sweet, even chillies will taste sweet. You don't have to sell honey to be liked. But if your attitude is bitter, even honey cannot help you."

It is a lesson that has shaped not only a bakery, but an enduring legacy.

The Journey of Vision, Grit, and *Adventure*

“Entrepreneur | Diplomat | Author | Globe-Trotter | Adventurist | Social Activist
Youth Icon Y. Kiron, popularly known as Lion Kiron, is a visionary entrepreneur, accomplished diplomat, prolific author, passionate traveller, social reformer, and an inspiration to thousands of young people. As the Founder and CEO of Suchirindia Group and the Honorary Consul of Bulgaria for Telangana and Andhra Pradesh, he has built a remarkable legacy that extends far beyond business, touching lives through philanthropy, leadership, and nation-building initiatives.”

Dr. Lion Y Kiron
Chairman & Managing Director

A noted author and thought leader, Lion Kiron has penned several acclaimed books, including Claim Your Time, Blueprint Blow Up, Off Feet and Yards, Earth Shastra, My Incurable Wanderlust, Medha, Shattering Stigma, and India in a Continuum. Through his writings, he shares valuable insights on entrepreneurship, leadership, personal growth, travel, social transformation, and India's evolving role in the global landscape.

Born in Warangal, Telangana, Kiron spent his formative years across Karimnagar, Peddapalli, Warangal, and Hyderabad. Educated in Telugu-medium government schools and colleges, he grew up in a middle-class family where his parents were government employees. These early experiences shaped his character, instilling values of humility, resilience, discipline, and perseverance while nurturing a determination to dream beyond limitations.

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His professional journey began modestly. After completing his Post-Graduate Diploma in Public Relations, he explored various career opportunities, including an apprenticeship at DRDL, where he had the privilege of interacting with the legendary Dr. A.P.J. Abdul Kalam. He later worked with United Breweries as a salesperson, but his entrepreneurial spirit constantly propelled him toward larger ambitions.

In 1993, Kiron entered the real estate industry as a sales officer. Recognising the immense potential of the sector, he soon ventured into entrepreneurship. In 1994-95, with an initial investment of just ₹8 lakhs, he launched his first project, Blooms, near Ramoji Film City. The project was sold out within a single day, marking the beginning of an extraordinary entrepreneurial journey.

Over the next three decades, Suchirindia emerged as one of South India's most respected real estate brands. Under Kiron's leadership, the company served nearly two lakh customers, developed more than 30 landmark projects, created a land bank exceeding 1,000 acres, sold over two million square yards of land, developed more than one million square yards of residential and commercial spaces, and established five uniquely themed resorts.

What distinguishes Lion Kiron is his ability to transform conventional real estate into lifestyle-driven communities. He firmly believes that every project should possess a unique identity inspired by culture, architecture, and storytelling. His developments are not merely residential spaces but thoughtfully designed destinations that offer a sense of belonging, aspiration, and lifestyle.

Beyond business, Lion Kiron is an avid traveller and adventurer. Describing himself as an "incurable wanderer," he has visited 111 countries, exploring diverse cultures, remote villages, forests, mountains, and historical landmarks. From trekking through the Amazon rainforest to skydiving across continents, his adventures reflect an insatiable curiosity about people, places, and civilisations. For him, travel is not a luxury but a lifelong learning experience that broadens perspectives and deepens understanding.

Equally remarkable is his commitment to social service. Through the Suchirindia Foundation, he has dedicated decades to uplifting underprivileged communities, supporting education, healthcare, disaster relief, youth empowerment, and social welfare initiatives.

One of his most cherished initiatives is Sankalp Divas, the annual celebration of his birthday, which he chooses to spend with thousands of specially-abled children rather than through personal festivities. Through this initiative, he has brought hope, encouragement, and support to countless families.

Driven by a deep sense of compassion, Lion Kiron has facilitated support for more than 50,000 specially-abled children through various NGOs and social organisations. He has also adopted two villages, contributing to their development through initiatives focused on education, infrastructure, healthcare, and community welfare.

In recent months, he has launched the Lion Kiron Autism Mission, a significant social initiative aimed at creating awareness about Autism Spectrum Disorder and promoting the importance of early diagnosis and intervention. Through conferences, awareness campaigns, parent support programs, and expert collaborations, the mission seeks to reduce stigma, empower families, and encourage inclusive opportunities for children with autism.

His global exposure naturally led to diplomatic engagement. Lion Kiron was appointed as the Honorary Consul of Bulgaria for Telangana and Andhra Pradesh, a recognition endorsed by the Government of India. Through his diplomatic initiatives and international associations, he has represented India on global platforms and led delegations to countries including Austria, Mongolia, and China, fostering cultural, educational, and economic cooperation between nations.

What truly sets Lion Kiron apart is his ability to combine vision with action, ambition with integrity, and success with social responsibility. Whether as an entrepreneur creating innovative communities, a diplomat building international bridges, an author sharing knowledge, a traveller exploring the world, or a social activist serving society, he consistently demonstrates the power of purposeful leadership.

From the streets of Warangal to the global stage, Lion Kiron's journey stands as a testament to determination, imagination, perseverance, and service. His life story inspires entrepreneurs, professionals, students, and dreamers to look beyond limitations, embrace opportunities, and create a meaningful impact on society.

Today, Lion Kiron continues to embody the belief that true success is measured not merely by wealth or achievements, but by the number of lives touched, communities transformed, and positive change created for future generations.

Crafting Worlds Beyond *Imagination*

“Cinema, they say, is a world of make-believe. It is glitz, glamour, music, acting and storytelling—woven together with one vital ingredient: visual magic. In today's world, no film or television series is complete without the invisible hand of visual effects. From restoring forgotten classics to creating universes where dragons fly and super heroes battle villains, VFX has become the very soul of modern storytelling.”

Madhav Reddy Y

Founder

At the heart of this revolution stands Madhav Reddy, better known as Mike in the film industry - the founder and CEO of Rotomaker. His journey from Hyderabad to Hollywood and back again is a story of grit, vision, and belief in India's creative potential.

Born in Hyderabad, Madhav's early education was at the Atomic Energy Central School. He moved on to university, and after graduation, found his true calling in animation. To pursue this passion, he enrolled in a specialised course in Pune and soon after began his career in Mumbai with Crest Communications—one of the leading companies of its time. For five years, he immersed himself in advertising and visual effects, laying the foundation for what would become a lifelong pursuit.

But it was his leap to the international stage that truly shaped him. In Canada, he worked at Rainmaker, a pioneering studio in Vancouver, honing his skills on global projects. Later, in Los Angeles, he joined some of

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Hollywood's biggest names—Company 3 in Santa Monica, Technicolor, Sony Pictures, Universal Studios, and Warner Brothers. In the early 2000s, Indians in Hollywood were rare. Madhav was among the very first, and his work earned him trust in an industry known for its exacting standards.

Yet, amid this success, an idea began to take root. "Why not India?" he asked himself. At that time, not a single frame of Hollywood production was being outsourced to India. IT companies had already shown the way - supporting global corporations from Indian soil. Why couldn't the same be done for cinema? With this thought, Madhav returned to Hyderabad and Chennai, starting with just ten trainees in a small setup. Convincing clients wasn't easy. Studios in Los Angeles would ask him to point out Hyderabad on a map. Scepticism was high - could Indians match the quality Hollywood demanded?

Madhav's credibility became his greatest strength. Having worked on over 300 films abroad, he had built a network of trust. Slowly, the work started flowing in. From a handful of artists, Rotomaker grew to hundreds, then thousands. Madhav shuttled between California and Hyderabad for nearly five years before finally relocating to India with his family. The timing was fortuitous—the newly formed Telangana government was keen to support emerging industries, and VFX was ripe for growth.

The challenge was not just bringing in projects, but building talent. Skilled VFX professionals were scarce. To address this, Madhav acquired six animation academies and began training young artists. "This industry," he often says, "runs on passion." Unlike IT, where processes dominate, VFX thrives on creativity, patience, and love for cinema. Over time, Rotomaker trained over 30,000 professionals in Hyderabad alone, contributing to more than 200,000 VFX artists across India today.

The impact has been nothing short of extraordinary. In just over a decade, India has gone from producing zero percent of Hollywood's VFX work to contributing nearly 70% of it. Films like Avatar 2, Superman, Mission Impossible, and Game of Thrones all carry invisible imprints of Indian artistry. In 2022, nine of the ten Oscar-nominated films had Indian VFX teams working behind the scenes.

But Madhav's vision extends beyond Hollywood. Indian cinema itself has embraced the power of VFX. Films like Baahubali and RRR have shown the world that Indian filmmakers can dream big—and deliver. While a film of such scale might cost three to five times more in Hollywood, Indian studios have managed to create world-class effects at a fraction of the price. The only limitation, Madhav believes, is the scale of distribution. While Hollywood films release in over 200 countries, Indian films are still largely regional in reach.

Animation and gaming are also booming. From Chhota Bheem to global gaming collaborations, India has become a hub of creativity. OTT platforms have further expanded opportunities. With audiences worldwide consuming Korean dramas, Japanese anime, and Indian originals, demand for high-quality content has skyrocketed. Even advertising has evolved—from simple TV spots to spectacular campaigns for global brands, powered by VFX.

Rotomaker itself has worked on more than 4,000 films in 17 years, spanning Hollywood, Bollywood, Tollywood, and international projects. Its expertise ranges from rotoscoping and compositing to full-scale visual storytelling. The studio has also taken on the critical work of film restoration, reviving classics like Ben-Hur and The Ten Commandments for modern audiences. Madhav is vocal about India's need to preserve its own cinematic heritage, lamenting the loss of countless classics due to neglect.

Looking ahead, Madhav sees AI and virtual production as the next frontier. Already, his team uses AI to create pre-visualisations of entire films—helping directors, actors, and cinematographers plan better while saving up to 25% in production costs. Virtual production, with LED walls and green screen technology, now allows entire movies to be shot within a single studio.

To Madhav, the journey is far from over. "Entertainment is a necessity," he says with conviction. "Mediums will change, but stories will always need to be told. And India will play a central role in telling them."

From a lone student in Pune dreaming of animation to a pioneer who helped put India on the global VFX map, Madhav Reddy's story is not just about technology or business. It is about belief—belief that creativity knows no borders, and that with the right vision, India can create worlds beyond imagination.

Healing with *Trust*

“Medicine is a vast universe, ranging from Allopathy to Ayurveda, Homeopathy, Naturopathy, Siddha, and Unani. Each system has its own philosophy, yet among them all, Homeopathy stands apart - not native to India, yet deeply rooted in the faith and trust of its patients. For Dr. Madhu Varanasi, Homeopathy is not merely a profession; it is a calling, a relationship, and a legacy of care.”

Dr. Madhu Varanasi

Managing Director

Born in the remote village of Mahal Rajapally in Andhra Pradesh's Chittoor district, young Madhu grew up in a world devoid of basic amenities — no proper electricity, drinking water, or roads, and schools that barely offered functional infrastructure. Yet, even at the tender age of five or six, he would write 'Dr. Madhu' on his notebooks and walls, a testament to an unwavering dream that defied circumstance.

His family was middle-class: a teacher father, a homemaker mother, three elder brothers, and a sister. His eldest brother, who had moved to Hyderabad, became his beacon of inspiration, bringing Madhu and his siblings to the city and planting the seeds of ambition. "Despite all the hardships, I always knew education was the key," Madhu recalls. Walking barefoot to school for five kilometers each day, he nurtured a steadfast belief that determination could overcome any obstacle.

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Homeopathy was not his initial plan. After completing his intermediate studies, Madhu sat for the EAMCET along with friends, unaware that destiny would lead him to JSPS College, one of India's oldest Homeopathy institutions. Growing up in a family familiar with Homeopathic remedies, he carried an innate belief in the system, even as Allopathic practitioners often dismissed it. What began as a secondary option transformed into a lifelong vocation.

"The journey in Homeopathy is no different from any medical discipline," he explains. A five-and-a-half-year course, followed by an MD and potentially a PhD, requires dedication and perseverance. Success depends less on one's background and more on mental strength, consistency, and passion. "I came from a remote village, studied in Telugu medium, and was an average student. Yet, here I am," he reflects, emphasising that determination and focus can overcome even the steepest challenges.

Starting his practice was humble. With Rs 10,000 from his brother, Madhu set up a modest clinic in Sanathnagar, Hyderabad - a single room with a basic table and two chairs. Initially, he treated only a handful of patients, but the foundation of his practice was built on ethical values, compassionate care, and genuine attention. Word of mouth soon expanded his clientele from a few patients to dozens, and his reputation as a family doctor grew.

Central to Homeopathy, Madhu notes, is trust. Unlike Allopathy, which often emphasizes immediate interventions, Homeopathy is about listening, understanding, and nurturing the patient over time. "A homeopathic doctor must have compassion, patience, and honesty. They must be consistent, reliable, and, above all, human." His patients, many of whom had exhausted other medical avenues, found hope and healing under his guidance. Even during the COVID-19 pandemic, none of his patients required hospitalisation, a testament to his meticulous care and the power of belief in treatment.

Dr. Varanasi's expertise also bridges Homeopathy with Allopathy. Familiarity with conventional prescriptions allows him to assess patient histories thoroughly, instilling confidence and ensuring comprehensive care. "Most patients come after Allopathic treatment fails. Understanding that journey is crucial," he says.

Over the years, Dr. Varanasi expanded his reach beyond individual care. His philanthropic ventures include chairing a school for mentally challenged children in Kukatpally, serving as chief patron for a school for the Hearing impaired, and supporting an orphanage. His contributions extend beyond financial support; he provides medical guidance and mentorship, blending his professional skill with humanitarian commitment. "It is God's grace that enables me to help others. Once we reach a certain level, giving back is not just a choice - it's a responsibility," he reflects.

Today, his corporate clinic in Vivekananda Colony, Kukatpally, stands as a beacon of trust in Homeopathy. Patients travel from far-off towns, confident in the personal attention and expertise they will receive. While corporate Homeopathy chains are emerging nationwide, Dr. Varanasi believes the essence of the practice lies in continuity, personalised care, and the doctor-patient bond - values that cannot be commoditised.

Despite his success, he remains grounded. "If someone truly wants to study medicine - whether Allopathy, Homeopathy, or Ayurveda - they need a goal and the determination to follow through," he advises. His journey, from barefoot walks in a remote village to becoming one of Hyderabad's leading Homeopathic doctors, embodies this ethos: perseverance, empathy, and unwavering belief.

Dr. Madhu Varanasi's story is not just about medicine. It is about hope, trust, and the transformative power of a compassionate heart. It reminds us that greatness is not defined by privilege but by purpose, diligence, and service to humanity. Through Homeopathy, he has crafted a life that heals, inspires, and uplifts - a legacy that will endure far beyond the walls of his clinic.

A Life of *Precision*

“Dr. Manjula Anagani, an accomplished gynaecologist, laparoscopic and robotic surgeon, has carved an extraordinary path in Indian medicine. As the Clinical Director and Head of the Women and Child division at CARE Hospitals, her journey is a testament to curiosity, conviction, and compassionate innovation.”

Dr. Manjula Anagani

Gynaecologist, Obstetrician &
Infertility Specialist

Born in a small town, but raised in Hyderabad, Manjula considers herself a "hardcore Hyderabadi." Her academic foundation was laid in St. Ann's School and St. Francis College, before she pursued medicine at Gandhi Medical College and completed her postgraduate studies at Osmania Medical College. In a family that had never seen a female doctor before, Manjula was a pioneer.

Her curiosity began in childhood. As a fourth grader, she wondered how the human body executed thought into action - how did a desire to speak result in words, or a decision to move trigger motion? Her science teacher couldn't answer these questions, but someone told her, "You'll have to become a doctor to understand that." And from that moment, she never looked back.

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She doesn't believe in chasing ranks or competing to be the first. Instead, she believes in delivering the best. "Perfection can become an obstacle," she often says. In her view, progress thrives in environments where passion, profession, and purpose align. Her life is guided by this alignment.

As a mother, she extended this belief to her daughter. She allowed her to experiment—engineering, economics, finance - until she found her path in business analytics. Dr. Anagani sees this exploration not as confusion, but as the luxury of choice that today's generation enjoys. She believes parents must provide exposure, not direction—letting children eliminate what they don't want, to find what they do.

Her own medical journey was shaped by observation and experience. While pursuing house-surgeoncy in general surgery, she noticed a disturbing pattern—patients preferred male surgeons, regardless of the female surgeon's competence. Even for non-gynaecological issues in women, people consulted gynaecologists first, not female general surgeons. She recognized an overlooked opportunity in gynaecology, particularly in surgical treatments for women.

Her innate skill in anatomy and surgical precision led her to specialise in laparoscopic gynaecology, a field that, at the time, barely existed. Robotics would follow later. She also became a vocal advocate against unnecessary hysterectomies. "It's not a buy-one-get-one-free deal," she says, criticising the trend of bundling unrelated surgeries.

She emphasises that technology must serve both the patient and the surgeon. With evolving families and careers, faster recovery through minimally invasive techniques has become essential. But she's equally concerned about the growing commercialisation of training. Without hands-on and cadaveric training, she fears patients may become unknowing test subjects. She advocates for more simulation labs and a culture where experienced surgeons mentor upcoming professionals, even if only once a month.

Dr. Anagani is not just a doctor - she is a reformer. Her 'No POP' campaign - No Plastics Over Privates—calls attention to the harmful dioxins and endocrine-disrupting chemicals found in commercial sanitary products. These chemicals, she explains, are linked to rising cases of PCOS, endometriosis, fibroids, and even cancers. She pushes for organic alternatives and public awareness to reduce this hidden epidemic.

Her insight into societal and systemic challenges is sharp. She speaks of the past when there were only 10-11 medical colleges in the Telugu states compared to 95 now. The increase in numbers, she says, hasn't always equated to quality. Many young doctors emerge without the necessary skills due to lack of practical exposure, often extending their learning well into their late thirties before they feel competent to practice independently.

She is also critical of the way modern patients choose doctors—"like Zomato ratings," she quips. Real expertise, she argues, lies not in the ability to charm during a consultation but in years of accumulated skill and judgment. A doctor who diagnoses in two minutes does so from experience, not apathy.

Despite all the achievements, recognition came to her unexpectedly. She didn't anticipate the Padma Shri - India's fourth-highest civilian award. When she got the call, she was at a national conference receiving another fellowship. The official call from Delhi confirmed it: she had been selected by the President of India. "I was stunned," she recalls. "It was never about the awards. It was always about the patients." What moved her most was that her nomination came from a patient's husband, and her background verification was conducted by another patient's father. Her life, clearly, had come full circle.

For Dr. Manjula Anagani, medicine is not just science; it is service, and with every honor she receives, her responsibility deepens. Whether promoting surgical safety, encouraging women to love themselves, or educating future doctors, she moves with a calm purposefulness.

She continues to operate, teach, and speak—not for recognition, but because she knows she must. In a world of changing values and fleeting attention, Dr. Manjula Anagani stands as a steady reminder of what medicine was always meant to be: healing through knowledge, care, and fearless innovation.

From Celluloid to *Concrete*

“Cinema has a certain magic-an ineffable nuance that captures imagination, emotion, and aspiration. When that creative spirit finds expression beyond the screen and enters the world of enterprise, it creates journeys that are rare and remarkable. One such journey is that of Murali Mohan-an actor of repute who seamlessly transitioned from the arc lights of cinema to becoming a name synonymous with trust, ethics, and quality in Indian real estate.”

Maganti Murali Mohan
Founder & Chairman

Born in Chatapuram, a small village near Eluru in what was then West Godavari district of united Andhra Pradesh, Murali Mohan's beginnings were modest. He completed his schooling in his village and moved to Eluru for college . Unlike many of his peers, he did not dream of becoming an engineer or a doctor. From a very young age, he knew one thing with clarity—he wanted to be a businessman. Academics, however, did not cooperate. He failed his intermediate examination twice, and with no degree and no capital, his future seemed uncertain.

Opportunity arrived quietly, through a close relative who ran Kisan Engineering, a company dealing in agricultural equipment. They planned to open a branch in Vijayawada and offered Murali Mohan a chance to join as a working partner. The terms were a modest ₹100 a month as salary and 15 paise per rupee as profit share. With little to lose and much to learn, he accepted immediately.

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The business was alien to him—oil engines, motors, pumpsets, borewells—but determination became his greatest asset. He learned fast, worked relentlessly, and within months the venture began to flourish. Soon, his senior partner offered him the chance to buy a 50% stake. The obstacle was capital. It was then that his wife stepped forward with quiet courage, offering to sell five acres of land gifted to her by her parents. Murali Mohan initially refused, believing a daughter's assets were meant only for emergencies. But her conviction—and her parents' support—prevailed. That decision changed the course of their lives. Within a week, the land was sold, and Murali Mohan became an equal partner in the business.

The enterprise grew rapidly. Motors and engines from brands like Kirloskar and Crompton reached vast regions of what is today Amaravati. By the fifth year, the business was thriving. Yet, another passion simmered within him - Acting. He dabbled in theatre, but dismissed suggestions of entering films, unwilling to disturb a flourishing business.

A decade later, destiny intervened. Renowned producer Poornachandra Rao offered him a lead role in Jagame Maya. Torn between commerce and cinema, Murali Mohan once again turned to his wife. Her advice was simple and profound: "You did not seek this opportunity. It came looking for you. Never say no to such moments." He accepted the role. The film released in 1973 and was well received. Offers followed, slowly at first, then in abundance.

As cinema demanded more of his time, managing the business became difficult. Eventually, the engineering venture was wound down, and the family moved to Madras. Together, they ventured into film production under the Jayabheri banner, producing nearly 25 films with an impressive success rate of around 80%. Yet, Murali Mohan understood that cinema was a high-risk business—where profits are shared but losses are borne alone.

A turning point came through a candid conversation with close friend and fellow actor Shoban Babu. Questioned about his investments, Murali Mohan realised that spreading himself too thin—especially in film distribution—had exposed him to avoidable losses. When two distribution companies collapsed, Shoban Babu's words echoed with wisdom: "Three-fourths of the universe is water; only one-fourth is land. As population grows, land will only gain value." That insight changed everything.

As the Telugu film industry migrated to Hyderabad, Murali Mohan followed—this time as a real estate investor. Friends warned him of chaos, corruption, and land mafias. He chose optimism over fear. Every family, he believed, deserved a roof over its head. He resolved to build homes ethically, transparently, and without black money—setting a new benchmark in an unorganised sector.

His first project in Kompally sold plots at ₹500 per square yard. Today, that land commands nearly ₹2 lakh. Jayabheri Enclave near Shilparamam, sold at ₹1,000–1,200 per square yard in 2000, now stands at over ₹3 lakh. These numbers are not just markers of appreciation, but symbols of trust built over decades.

Known for meticulous due diligence, Jayabheri projects avoided disputed lands, middlemen, and legal pitfalls. Murali Mohan also played a key role in professionalising the sector by helping establish the Andhra Pradesh Real Estate Developers Association, advocating self-regulation, legality, and quality.

Parallelly, public life beckoned. Inspired by NTR's leadership and sense of Telugu pride, Murali Mohan contributed as a committed worker before eventually serving two terms as a Member of Parliament from Rajahmundry. Politics, however, never eclipsed his values. Nor did it define him.

Through the Murali Mohan Charitable Trust, over 1,000 academically bright but financially weak students became engineers and doctors - perhaps his most enduring legacy.

Today, even after being 'compulsorily retired' by his children, Murali Mohan still walks into office daily, grounded, reflective, and grateful. Asked if he would change anything if given another chance, his answer is resolute: No. A life shaped by faith, discipline, family, and integrity needs no rewrite.

From a small village near Eluru to cinema halls, Parliament, and Hyderabad's skyline - Murali Mohan's journey is not just a story of success, but of values that stood the test of time.

The Visionary Behind AIG *Hospitals*

> In the bustling corridors of Hyderabad, where the hum of daily life meets the quiet intensity of medical practice, one man's name shines with the luster of dedication, innovation, and service. Dr. D Nageshwar Reddy, the Founder and Chairman of AIG Hospitals, is not just a doctor - he is a legend, a trailblazer, and an institution builder whose journey is as extraordinary as the accolades he has earned, including the Padma Shri, Padma Bhushan, and Padma Vibhushan.

Dr. D. Nageshwar Reddy

Chairman & Managing Director

Born into a family steeped in medical excellence, young Nageshwar's early life in Visakhapatnam was marked not by wealth but by intellectual richness. His maternal grandfather, Dr. Govind Reddy, was a world-renowned pathologist who shared a friendship with Dr Alexander Fleming. His paternal grandfather helped establish JIPMER and left a legacy of research and medical education. Yet, despite this lineage of brilliance, Nageshwar was a mischievous child, full of curiosity and daring experiments that often left his family both alarmed and amused. From placing his younger brother in a refrigerator to setting off a small garage fire out of scientific curiosity, his early escapades hinted at both a fearless nature and a restless intellect.

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Recognising his potential but wary of his impish streak, his family enrolled him at Hyderabad Public School at the age of seven - a boarding school that would transform him. Under the guidance of Principal Mr. Jacob John and inspirational teachers like Mr. Jim Bray, Nageshwar discovered discipline, curiosity, and the joy of learning. By the time he sat for his 10th class examinations, he had transformed from the family's 'naughty boy' into a state topper, signaling the awakening of both talent and purpose.

Medicine was not his initial calling, but his father's guidance steered him toward it. Topping the entrance exams, he joined Kurnool Medical College and later Madras Medical College, where legendary professors nurtured his growing passion. Specialising in Gastroenterology at PGI Chandigarh, one of India's premier medical centers, further honed his skills and instilled in him a deep sense of professionalism. Here, under the mentorship of some of the world's best, he learned not only the science of medicine but also the art of patient care.

In 2003, Dr. Reddy set up his first practice in Somajiguda - a modest hospital that quickly became a hub of excellence. His expertise in endoscopy drew patients from across the country, yet personal success did not satisfy him. A candid conversation with his father forced a moment of introspection: despite financial stability, Dr. Reddy realized that true success lay not in wealth alone but in teaching, research, institution-building, and serving the underserved. This clarity became the seed for AIG Hospitals.

An unexpected call from a Chief Minister seeking urgent intervention for his critically ill wife catalysed the creation of India's first dedicated Gastroenterology specialty hospital. Overnight, Dr. Reddy's skill saved a life and catalysed the establishment of a 250-bed hospital with a team of twenty exceptional gastroenterologists. Soon, the institution grew, expanding into a group of multi-specialty hospitals, and today, AIG stands as a 1,300-bed beacon of medical excellence, recognised globally for its innovative care and patient outcomes.

Dr. Reddy's journey is as much about leadership as it is about medicine. His philosophy blends strict oversight with empathy, rigorous standards with flexibility, and intellectual rigor with human kindness. "First, be a good human being," he emphasises, underscoring that leadership is not only about authority but also about integrity, listening, and gratitude. His approach has influenced not just colleagues and students but the broader medical community, as he now advises the National Medical Commission on incorporating leadership and management into medical education.

Beyond urban hospitals, Dr. Reddy's vision reaches rural India, where 70% of the population still lacks quality healthcare. Through mobile hospitals, telemedicine, and artificial intelligence, he has brought medical services to millions, ensuring that advanced healthcare is not confined to city limits. Over one crore people have benefitted from this initiative, which has inspired programs internationally in countries like Kenya, Indonesia, and Vietnam.

His pioneering research in gastroenterology also delves into the human micro biome. Working with Nobel laureate Barry Marshall, he has explored how gut bacteria influences overall health, advocating diets rich in fiber and protein, and reducing carbohydrates to maintain a healthy gut ecosystem - a cornerstone of wellness for millions.

Today, Dr. D Nageshwar Reddy is not just a doctor; he is a visionary who bridges the worlds of medicine, research, education, and social responsibility. His hospitals, whether in Gachibowli or Banjara Hills in Hyderabad, or upcoming ones in Delhi, and Vishakhapatnam, are more than institutions, they are symbols of what is possible when intellect, compassion, and leadership converge. As he continues to expand his reach and influence, his story serves as a powerful reminder: greatness is not inherited, it is built - one life, one patient, and one vision at a time.

Dr. Reddy's journey reminds India, and the world, that excellence need not be distant; it can be nurtured at home, crafted with care, and scaled to global standards. A man who started as a mischievous child in Visakhapatnam has, through skill, foresight, and an unwavering commitment to service, transformed healthcare in India - cost-effective, accessible, and exemplary. In his own words, the goal is simple: a healthy gut, a healthy life, and a better society.

The Journey of a First-Generation Visionary *Entrepreneur*

> “From a humble middle-class family in a small town to building enterprises across healthcare, wellness, sports, media, and social impact, Dr. Narendra Ram’s journey is a story of vision, perseverance, and purpose.”

Dr. Nambula Narendra Ram

Chairman & Managing Director

LIFESPAN

Born to a government servant and a homemaker, Narendra Ram grew up understanding the value of discipline, hard work, and integrity. While academics played an important role in his development, it was sports that shaped his character. Cricket, sprinting, and athletics taught him lessons in leadership, resilience, teamwork, and perseverance—values that would later become the foundation of his entrepreneurial journey.

After completing his education and earning an MBA from the Institute of Public Enterprise, Osmania University, Ram entered the corporate world through the human resources sector. Like many first-generation entrepreneurs, his journey was far from easy.

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There was no family business to inherit, no established network to rely on, and no guaranteed roadmap to success. What he possessed instead was determination, curiosity, and an unwavering belief in creating value.

His early professional years taught him lessons that continue to guide him today: focus on learning, build meaningful relationships, and create long-term impact rather than pursue short-term rewards. These principles laid the foundation for his entrepreneurial journey.

His first entrepreneurial venture was in media through Power Politics, a publication that provided insights into governance, public affairs, and business. While the experience sharpened his understanding of communication and public engagement, his larger vision was taking shape in the fields of healthcare and wellness.

Inspired by his father's belief that quality nutrition should be accessible to everyone, Narendra Ram founded Lifespan with a mission to improve health outcomes through scientifically developed wellness solutions. What began as a focused initiative soon evolved into one of India's growing nutraceutical and wellness enterprises. Through innovation, quality manufacturing, and a commitment to research-driven products, Lifespan expanded rapidly across nutraceuticals, Ayurveda, sports nutrition, immunity products, and personal wellness solutions.

Under his leadership, Lifespan established world-class manufacturing capabilities and developed hundreds of formulations, earning recognition for quality, innovation, and customer trust. The company's commitment to maintaining stringent quality standards and in-house research capabilities has positioned it among the respected names in the wellness industry.

The COVID-19 pandemic further reinforced Narendra Ram's belief that quality healthcare should be accessible and affordable. Witnessing the challenges faced by families during medical emergencies inspired him to expand beyond wellness products into healthcare delivery. This vision led to the development of Lifespan Hospitals and Pranadhara Hospitals, institutions dedicated to delivering quality healthcare with compassion, accessibility, and patient-centric care. Today, these hospitals serve thousands of patients while contributing to stronger healthcare infrastructure in underserved communities.

Beyond business, sports remain one of Ram's greatest passions. Through NSports and his leadership as President of the Telangana Rugby Association, he has actively promoted grassroots sports development, creating opportunities for young athletes to compete, grow, and achieve their potential. His commitment to sports extends beyond sponsorship; it reflects his belief that sports have the power to build character, transform lives, and strengthen communities.

Equally important to him is social responsibility. Through the FEEL Foundation, Narendra Ram supports initiatives in healthcare, education, sports development, women's empowerment, environmental sustainability, and community welfare. For him, philanthropy is not an obligation but a responsibility that accompanies success.

Over the years, Dr. Narendra Ram has received numerous recognitions for entrepreneurship, industrial leadership, healthcare innovation, and social impact. Yet he views awards not as milestones of achievement, but as reminders of the responsibility to continue creating value for society.

Today, his vision extends beyond building successful businesses. He believes entrepreneurship should create institutions that generate employment, nurture talent, strengthen communities, and contribute to nation-building. Whether through healthcare, wellness, sports, or philanthropy, every initiative is guided by a common purpose: improving lives and creating meaningful impact.

For Dr. Narendra Ram, success is not measured merely by revenue, recognition, or business growth. It is measured by lives improved, opportunities created, athletes supported, patients healed, and communities empowered. As he continues to expand his vision across healthcare, wellness, sports, and social impact, his mission remains unchanged—to build institutions that outlive him and create a legacy of service, excellence, and positive change for generations to come.

The Man Who Saw the Future in *Data*

> “In the bustling technology corridors of Hyderabad, where old-world charm meets the pulse of innovation, Naveen Gattu’s journey began long before artificial intelligence became the defining buzzword of a generation. Long before boardrooms debated machine learning strategies and nations raced to build AI ecosystems, he was quietly asking a simple question: How can data help people make better decisions?”

Naveen Gattu

Co-Founder & Chief Operating Officer

For Naveen, the answer would become a life's work. Born and raised in Hyderabad, Naveen describes himself as a "proper Hyderabadi." His early years were rooted in a city that would later evolve into one of India's most dynamic technology hubs. Like many ambitious engineers of his generation, he began his professional career at IBM, spending nearly a decade in technology consulting and sales, primarily along the East Coast of the United States. The opportunities abroad were immense, but so was the distance from home.

Around 2006, Naveen made a decision that many professionals only contemplate but rarely execute - he returned to India. It was not merely nostalgia that brought him back. He believed India was a place where risks could still be taken, where experimentation was possible without the crushing cost of failure that often shadows entrepreneurial ventures in the West.

Back in Hyderabad, while working with Birlasoft, a thought began to grow stronger. Why continue building someone else's dream when one could build something meaningful from scratch?

That question eventually united a small group of former IBM colleagues around a shared vision. In 2010, they founded Gramener.

The name itself carried a philosophy.

"Gram" represented rural India. "Ener" stood for energy analytics. The founders initially envisioned a company that would merge technology with social impact — creating rural entrepreneurship opportunities while using data to transform the energy sector. At the time, they believed the world was on the verge of an explosion in data

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generation. Information would move faster, systems would become more connected, and organisations would increasingly rely on intelligent decisions driven by analytics. But reality, as every entrepreneur learns, rarely follows the original blueprint.

India's energy sector was heavily government-controlled, making it difficult for a young startup to gain traction. Yet adversity forced innovation. Instead of retreating, Gramener built one of its first data science products to solve real-world analytical challenges. Though the original business model evolved, the company discovered something far more valuable along the way — the emerging power of data storytelling.

This became Gramener's defining strength.

At a time when most organisations were drowning in spreadsheets and reports, Naveen and his team asked a transformative question: What if complex data could be understood instantly? Instead of overwhelming executives with endless sheets of numbers, Gramener focused on turning information into visual narratives that enabled faster and smarter decisions.

The idea proved revolutionary.

By the early 2010s, Gramener had become one of India's pioneering data science and visualisation companies. Their work soon extended across industries — banking, telecom, pharmaceuticals, and media. During India's high-voltage general elections, their election analytics and visualisations became part of the national television experience, helping millions of viewers understand political trends in real time. But even as the company grew, the technological landscape around them was evolving at breathtaking speed.

Today, Naveen sees artificial intelligence not as a standalone disruption, but as the third great technological revolution after computing and the internet. What has changed most, he says, is the sheer scale and velocity of data itself. Every digital payment, every online interaction, every connected device continuously generates intelligence. And unlike a decade ago, the tools to process that intelligence are now accessible to everyone.

Computing power has become cheaper. AI models evolve every few weeks. What once took months to build can now be created in hours. Entire startup ideas can become obsolete overnight as large language models rapidly absorb capabilities that previously required dedicated teams. Yet Naveen does not see AI as a destroyer of human potential.

Instead, he believes it will fundamentally reshape professions by augmenting human expertise rather than replacing it entirely. Doctors, lawyers, researchers, and engineers will increasingly work alongside intelligent systems capable of accelerating analysis, reducing errors, and improving outcomes. One example from healthcare particularly captures this transformation.

Working with a medical devices company, Gramener developed systems capable of analysing surgical video feeds in real time. Rather than reviewing surgeries after completion, AI can now assist doctors during procedures themselves — identifying critical intervention points instantly and enhancing precision when it matters most.

In pharmaceuticals, processes that once took nearly a year can now be completed within weeks through AI-powered automation and multi-agent systems. Consumer research that traditionally relied on large-scale surveys can now simulate market behavior through intelligent persona-driven models.

The implications are staggering.

And yet, amid all the excitement surrounding artificial intelligence, Naveen remains deeply concerned about one issue — education. India produces hundreds of thousands of engineering graduates every year, but many remain disconnected from industry realities. Critical thinking, adaptability, and practical exposure are often missing. Universities continue teaching outdated frameworks while industries evolve at exponential speed.

For Naveen, the solution lies not in blaming institutions alone but in creating stronger partnerships between academia and industry. Students must gain real-world exposure early through apprenticeships, practical projects, and continuous engagement with evolving technologies. "The future," he believes, "belongs to those who learn continuously."

That philosophy also shapes his view of entrepreneurship.

A decade ago, technology itself was the differentiator. Today, technology has become accessible to everyone. AI can write code, automate workflows, and build applications at astonishing speed. The real advantage now lies elsewhere — in understanding industries deeply enough to identify problems worth solving.

Young entrepreneurs, he says, should immerse themselves in specific domains — healthcare, education, media, science, agriculture — and uncover gaps invisible to outsiders. The next generation of transformative companies may not require armies of employees. In fact, Naveen believes billion-dollar enterprises could emerge from teams of just one or two highly capable individuals empowered by AI.

That possibility reflects the extraordinary moment humanity now inhabits. From a modest vision born in Hyderabad to becoming part of the global AI transformation, Naveen Gattu's journey mirrors India's own technological evolution — ambitious, adaptive, and constantly learning.

Because, in a world changing faster than ever before, perhaps the greatest competitive advantage is not intelligence alone.

It is the willingness to evolve.

From *Foundations* to Futures

“Every great building begins long before concrete meets steel. It begins as an idea - fragile, imperfect, yet powerful. Across centuries, India’s architectural marvels have risen from such ideas: the enduring symmetry of the Taj Mahal, the soaring ambition of the Brihadeeswara Temple, the silent strength of ancient forts that still guard our imagination. These were not merely structures; they were dreams rendered permanent.”

Niroop Reddy N

Founder

In this continuum of vision and creation stands Niroop Reddy, Founder of NA Architects - a man whose journey reflects both the weight of heritage and the courage to redefine it.

Born into a politically active family in Chittoor, Niroop's early years were shaped by a clear directive from his father: stay away from politics and become a professional of substance. His father, a doctor forced by circumstance to turn contractor, understood the volatility of power but believed deeply in discipline, skill, and self-made success. That belief quietly set the foundation for Niroop's life.

Like many restless young minds, discipline came the hard way - through boarding school. Yet within that structure emerged an instinctive appreciation for form, space, and creativity. Architecture, however, did not arrive as a childhood calling. It arrived almost by accident. Offered a free seat in engineering, Niroop's father hesitated - fearing his only son would follow the well-worn path to America. Architecture, researched and chosen carefully, became the compromise. What began as practicality soon evolved into passion.

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College life in Chennai was unhurried, exploratory. Architecture revealed itself slowly - until a rigorous professional training stint in Delhi changed everything. There, amid relentless deadlines and exacting standards, Niroop found clarity. Architecture was no longer academic—it was real, demanding, and transformative. The profession had chosen him back.

Returning to Hyderabad in 2003 at the age of 26, he entered a city with few architects and fewer opportunities for newcomers. The field was tightly held, reputation-driven, and unforgiving. Yet persistence prevailed. Early residential projects - quiet but well-executed, began to carve his identity. Then, came a moment that would define his trajectory.

When Andhra Pradesh planned its first-ever official Chief Minister's residence, Niroop saw not just a project, but history. Against seasoned competitors, he submitted multiple design concepts - each reflecting flexibility rather than a signature style. When his design was selected, it marked more than professional success; it was validation. The project transformed him from a young architect into a name.

Contrary to popular belief, success did not ride on political connections. In fact, Niroop consciously avoided them. His philosophy was simple: let work speak. Over time, projects like Sakshi offices, Jubilee Hall restoration, and large residential communities followed. What set NA Architects apart was its seamless integration of architecture and interiors - an approach that ensured coherence from conception to completion. Walls were not broken to suit later visions; spaces evolved holistically.

For Niroop, architecture was never about imposing ideas but understanding lives. Clients, he believed, could not be convinced - only understood. Design, when rooted in empathy and foresight, naturally earns trust.

Yet perceptions lingered. Being from a political family, it invited assumptions - of aloofness, of advantage. Rather than fight them, Niroop chose silence and substance. Work continued. Projects multiplied. Scarcity never arrived. And recognition gradually detached itself from lineage.

Still, there came a moment of introspection. As whispers grew louder and success was increasingly attributed to anything but merit, Niroop chose distance - not retreat. Dubai became that distance.

Dubai was not just another city. It was his first international experience, the first stamp on every passport he has owned. A city without oil but abundant ambition, Dubai offered structure, transparency, and competition at a global scale. Starting again was not easy - licenses took years, systems demanded adaptation, and patience was tested. But Dubai rewarded perseverance. There, clients valued delivery over hierarchy, systems over personalities, and timelines over theatrics.

More importantly, Dubai allowed Niroop to measure himself against the world's best. Architecture, after all, thrives on exposure. Travel, culture, and context shaped his evolving design language - one that increasingly embraced sustainability, wellness, and future-ready spaces.

Across cities - from Singapore's nature-infused towers to the skylines of Shanghai and Hong Kong - his inspiration deepened. Sustainability, he realized, was not a modern invention. India's ancient monuments had practiced it flawlessly centuries ago - using local materials, climate intelligence, and purpose-driven design. Those unnamed craftsmen, working without technology, were perhaps the greatest architects of all.

Today, as cities grapple with floods, water scarcity, and unchecked expansion, Niroop advocates a return to fundamentals: master planning, urban spaces, and harmony with nature. Development, he insists, must not outpace responsibility.

To young architects, his advice is unambiguous. Architecture is not a sprint - it is a marathon. Creativity matters, but patience matters more. Mentorship, listening, and humility are indispensable. Success arrives slowly - but when it does, it lasts.

From a small town to global cities, from uncertainty to influence, Niroop Reddy's journey reminds us that architecture is not just about buildings. It is about turning dreams - one thoughtful line at a time - into enduring reality.

Connecting People and *Places*

> With over 40 years of administrative and techno-managerial experience, NVS Reddy, a 1983 batch Civil Services Officer, pioneered systemic improvements in various government organisations and successfully led several major challenging infrastructure projects. He has won many prestigious awards for the outstanding contributions he made in his various assignments in Indian Railways and in governments of Andhra Pradesh and Telangana.

NVS Reddy

The Metro Man of Hyderabad

Nallamilli Venkat Satyanarayan Reddy or NVS Reddy is the founding Managing Director of Hyderabad Metro Rail Limited (HMRL) and Hyderabad Airport Metro Ltd. To his credit goes the successful implementation of the 69 km Hyderabad Metro Rail project. It is a project with an investment of about Rs.22,000 crore under public private partnership, with innovative financial engineering. A bold initiative in mass transit systems and infrastructure development, HMRL is the world's largest Metro rail project in PPP mode.

In 2006, NVS Reddy as he is better known, proposed to the state government an alternative for Hyderabad's traffic nightmare - a Metro Rail project. One that could be funded through a public-private partnership (PPP) using a special-purpose vehicle (SPV) - an entity that would pool capital from many different sources, including public and private investors.

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Apart from inducing engineering excellence and innovation in the project, he converted Hyderabad Metro Rail from a pure transportation project into a broader urban rejuvenation project to facilitate transformation of an Indian city into a people friendly green city. The project has already bagged over 350 national and global awards so far.

Known for his financial acumen, engineering innovation, leadership qualities and open-minded approach, NVS Reddy used to good effect his vast experience in Rail and Urban Transportation, Urban Planning & Urban Rejuvenation; Project Structuring and Management; and PPPs.

As a legacy of the socialist era, initially there was deep mistrust in the minds of politicians, bureaucrats, and NGOs apart from common citizens in entrusting a mega infrastructure project to a private sector company. This is where the leadership and perseverance of NVS Reddy came in handy as he deftly sorted out one issue after another by holding wide ranging discussions with all stakeholders involved. Despite opposition from vested interests who were against the project, he went about in a professional manner in implementing it.

Defying the prevalent paradigm that it is impossible to successfully develop a mega urban mass transit system in PPP mode, NVS Reddy built the 69 km metro rail project against many odds. The investment of $3 billion that went into developing this project, 80% of which came from the private sector called for deft financial management, balancing risks and rewards to the concessionaire and the government.

If financial closure was one half of the battle, trying to get land for the metro to snake its way through the crowded areas of the city was another major challenge. Over 3000 properties were acquired many of which was made possible by navigating 370 court cases. Politicians, shop owners, religious leaders and environmentalists were persuaded to look at the bigger picture of what HMRL would do for the twin cities.

NVS Reddy survived many regime changes under different political parties and six Chief Ministers, who need to be credited for their broad vision to develop a world class metro. Today, Hyderabad Metro has over 5 lakh footfalls everyday and there are demands for expansion of the metro network to several other parts of the city and for increasing the number of coaches and frequency of trains.

Under the guidance of NVS Reddy as Advisor now, the Metro team is working on 123 km Phase-II of the Metro Rail project with a proposed investment of about Rs.38,595 crore. The expansion seeks to connect many parts of the twin cities of Hyderabad and Secunderabad to the airport.

The HMRL experience showed that leaders of large-scale PPP initiatives need to develop a stakeholder mindset. The HMRL leadership team had to be inclusive, relational, entrepreneurial, and purposeful with the various constituencies they needed to win over.

Stanford Social Innovation Review analysed Hyderabad Metro Rail's success under the leadership of NVS Reddy and identified four tendencies or modes of conduct that they summarized with the acronym WELD: The leadership team Widened, Engaged with, Leveraged, and Distributed benefits equitably to the set of stakeholders. With an entrepreneurial orientation, NVS Reddy has sought extraordinary returns from relatively limited resources through the multiplier effect of influential stakeholder support.

NVS Reddy has varied interests and lectures on a variety of topics in prestigious engineering and management institutes/fora in India and abroad. He also writes a lot and even published a book entitled "Megha Patham", encompassing his Telugu poems on the gripping saga of Hyderabad Metro Rail project from conception to completion and operations.

At the end of it all, having earned his spurs, NVS Reddy comes across as a civil servant with courage and conviction - who seeks to passionately chase a dream and make it come true.

From a Village *Kitchen* to a Culinary Legacy:

> The Inspiring Journey of Peddi Raju and Sri Kanya Comfort.
>
> The aroma of freshly cooked food has a unique way of creating memories. For Peddi Raju, the founder of Sri Kanya Comfort, that aroma was not merely a scent - it was the beginning of a lifelong passion that would eventually transform into one of Andhra Pradesh's most beloved restaurant brands.

Peddi Raju
Founder & Chairman

Born in 1949 in a Amalapuram town in the Godavari region, Peddi Raju's earliest memories revolve around food. As a young boy of thirteen or fourteen, he would closely watch his mother prepare meals for the family. Her cooking was celebrated for its taste, and he found himself drawn to the kitchen, observing every detail and learning every technique. Without realising it, those moments were laying the foundation for a future that would be defined by hospitality, flavor, and entrepreneurship.

The love for food ran deep in his family. His uncle operated a small eatery, exposing him to the world of hospitality from an early age. Inspired by this environment, Peddi Raju began his entrepreneurial journey at just sixteen. While many teenagers were still discovering their interests, he was already learning the realities of running a business.

In 1975, his dream took shape in Amalapuram, where he opened a modest vegetarian restaurant named Panduranga Hotel. The restaurant quickly earned a reputation for its authentic flavors and warm hospitality. Years later, many people in Amalapuram would still fondly remember the taste and experience of dining there.

Success, however, rarely follows a straight path.

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Like many entrepreneurs, Peddi Raju faced setbacks that tested his determination. Changing circumstances and unexpected challenges forced him to adapt and reinvent himself. Rather than viewing obstacles as failures, he treated them as lessons. His resilience became one of the defining characteristics of his journey.

A major turning point came in 1997 when he moved to Rajahmundry and entered into a new journey. This marked the birth of a new identity - Sri Kanya. The name itself was inspired by the advice of his spiritual guru, who suggested it based on his Swati Nakshatra. Trusting the guidance, Peddi Raju embraced the name, and it would soon become synonymous with quality Andhra cuisine.

Unlike Panduranga Hotel, which focused primarily on vegetarian food, Sri Kanya introduced a broader menu that included both vegetarian and non-vegetarian specialties. The restaurant quickly became known for its authentic regional dishes, hearty meals, and uncompromising quality.

Among its many culinary contributions, one item stood out: the famous Fry Piece Biryani. In 2000, the Brand expanded its presence to Hyderabad, starting with a humble takeaway outlet that quickly became a favorite among local diners. At a time when traditional Dum biryani dominated the market, Sri Kanya introduced a distinctive style that resonated with customers. The dish became a sensation and remains one of the restaurant's most celebrated offerings. Alongside biryanis, the restaurant gained immense popularity for its seafood preparations, fish curries, chicken specialties, and traditional Andhra flavors.

Yet, for Peddi Raju, food was never just about recipes. It was about understanding people.

One of the principles that guided his business was listening carefully to customers. Praise was appreciated but never taken for granted. Criticism, on the other hand, became an opportunity for improvement. Whenever customers expressed dissatisfaction, he would personally investigate the issue, discuss it with his team, and ensure corrective measures were taken immediately. This commitment to continuous improvement became a cornerstone of his philosophy.

In 2012, Peddi Raju established Sri Kanya Comfort, introducing a distinctive brand built on authentic cuisine, exceptional hospitality, and a passion for creating memorable dining experiences.

New restaurants and takeaway outlets were established across different locations, each carrying the same commitment to quality and consistency. Yet despite the growth, Peddi Raju never lost sight of his roots. He believed that success was not measured solely by the number of branches but by the trust customers placed in the brand.

Family played an equally important role in his journey.

Today, his sons and grandsons actively participate in the business, carrying forward the values he built over decades. Although many of them pursued engineering and higher education, they chose to join the family enterprise because of their shared passion for hospitality. For Peddi Raju, this continuity represents one of his greatest achievements.

His philosophy on family is remarkably simple: happiness comes from understanding one another. In his view, strong relationships are built on mutual respect, patience, and support. These same values have helped sustain both his family and his business.

Even after decades in the industry, Peddi Raju's enthusiasm remains unchanged. He still enjoys good food, especially seafood and traditional Andhra dishes. His trademark smile, often noticed by those around him, reflects a man who genuinely loves what he does.

When asked about the secret to his success, his answer is refreshingly straightforward. Hard work, he believes, is the most important ingredient. Whether someone starts with a large investment or a modest amount, dedication and perseverance are what ultimately determine success. He also emphasises the value of learning from experienced people and respecting the wisdom of elders.

From a curious boy following his mother around the kitchen to the founder of a celebrated restaurant empire, Peddi Raju's story is one of passion, resilience, and unwavering commitment. His journey reminds us that extraordinary achievements often begin with simple inspirations - a mother's cooking, a dream, and the courage to pursue it.

Today, Sri Kanya Comfort stands as more than a restaurant chain. It is a symbol of tradition, family values, and authentic Andhra hospitality. And at its heart remains the vision of one man who transformed his love for food into a legacy that continues to delight generations.

A Century of *Sparkle*

“The Royal Legacy of Tibarumal Jewels and the Vision of Pankaj Gupta.

In the heart of Hyderabad, where royal traditions mingle effortlessly with modern aspirations, there exists a story woven with gemstones, craftsmanship, and generations of trust. It is a story that began over a century ago and continues to evolve through innovation and passion. This is the remarkable journey of Tibarumal Jewels and the visionary leadership of Pankaj Gupta, the man behind Tiraa by Tibarumal.”

Pankaj Gupta
Managing Director

The story begins far from Hyderabad, in the northern region of Haryana. Drawn by the cultural richness and opportunities of the princely state, Pankaj Gupta's great-grandfather migrated to Hyderabad during the era of the Nizams. What started as a journey of relocation soon became the foundation of a legacy that would span generations.

Hyderabad, often celebrated as a melting pot of cultures, was unlike any other city in India. It was a place where royalty, art, architecture, and commerce flourished together. The grandeur of the Nizam's court, renowned across the world for its extraordinary collection of jewels and rare gemstones, captivated the imagination of the Gupta family.

Pankaj Gupta's grandfather, born and raised in Hyderabad, developed a deep fascination for precious stones. His passion took him across continents in search of rare gems. Over time, his expertise and eye for quality earned him the trust of some of the most influential patrons of the era, including the Nizam himself. While the world often associates Hyderabad with legendary diamonds, the Nizam's greatest passion lay elsewhere — magnificent emeralds, whose vibrant green hues became the hallmark of his celebrated collection.

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For the Gupta family, jewellery was never merely a business. It was an art, a science, and a lifelong pursuit of knowledge. Long before modern laboratories and certification systems emerged, gemstones were evaluated through experience, intuition, and years of observation. The jeweller's eye was the ultimate authority.

As generations passed, the family continued to deepen its understanding of the craft. Jewellery became more than precious metals and stones; it became a language of heritage, emotion, and identity.

When Pankaj Gupta entered the family business in the late 1980s, the industry was vastly different. Jewellery was viewed primarily as an investment. Designs were limited, customer preferences were predictable, and collections were relatively small. A few dozen designs could satisfy the needs of hundreds of customers.

Then India changed.

Economic growth, globalisation, and rising aspirations transformed the jewellery landscape. Indian artisans gained worldwide recognition for their extraordinary craftsmanship. Families settled abroad, carried with them a love for Indian jewellery that soon attracted global admiration. Museums, collectors, and connoisseurs across continents began appreciating the richness of India's jewellery traditions.

As customers became more sophisticated and well-travelled, their tastes evolved. Brides no longer wanted to wear exactly what previous generations had worn. They sought individuality. They wanted jewellery that reflected their personalities while preserving a connection to tradition.

Recognising this shift, Pankaj Gupta embraced change rather than resisting it.

Inspired by the belief that survival belongs to those who evolve, he pioneered a design philosophy that blended timeless heritage with contemporary aesthetics. Traditional craftsmanship was reimagined for modern sensibilities. Antique inspirations met contemporary elegance. The result was jewellery that felt both familiar and refreshingly new.

This vision eventually gave birth to Tiraa.

Created after the family business expanded into multiple independent ventures, Tiraa became Pankaj Gupta's personal expression of creativity and innovation. The name itself carries deep significance, combining elements of the family legacy with the blessings of previous generations.

From the beginning, Tiraa was never intended to be just another jewellery brand. It was conceived as a platform for originality. Pankaj Gupta's philosophy was simple: create jewellery that delivers extraordinary value, uniqueness, and emotion. He believed customers should feel they were receiving something far greater than the price they paid. This commitment led to the creation of distinctive designs that became trendsetters in Hyderabad's jewellery circles.

Many of these creations, including signature necklaces and heritage-inspired designs, eventually became industry-wide phenomena. While the jewellery world offered little protection through patents, the true reward came from seeing his ideas become part of countless family collections. Behind every Tiraa creation lies an equally important story - that of the artisans.

In an age when most jewellery retailers source finished products from wholesalers, Tiraa continues to rely heavily on in-house creativity and long-standing relationships with master craftsmen. Many artisans have worked alongside the family for generations, carrying forward skills passed down through their own families. Together, designers and craftsmen transform sketches into wearable works of art.

Yet the industry continues to evolve.

One of the most significant transformations in recent years has been the emergence of lab-grown diamonds. Once considered a niche category, these diamonds are now gaining widespread acceptance among younger consumers.

Pankaj Gupta sees this shift as part of a larger global conversation about sustainability and environmental responsibility. While natural diamonds retain their prestige and rarity, lab-grown diamonds offer a compelling alternative - visually identical, significantly more affordable, and less demanding on natural resources.

Recognising this trend early, he launched a dedicated lab-grown diamond initiative, creating opportunities for the next generation to build a future aligned with changing consumer values. Today, as Tiraa celebrates over a century of heritage under the broader legacy of Tibarumal Jewels, the journey remains as vibrant as ever.

The fourth generation is already preparing to take the legacy forward. Educated globally and inspired by modern business practices, they bring fresh perspectives while respecting the foundations built by those before them. Their focus extends beyond jewellery itself to brand-building, sustainability, and global expansion.

For Pankaj Gupta, however, the essence remains unchanged. Jewellery is not simply about gold, diamonds, or gemstones. It is about passion. It is about preserving beauty, celebrating milestones, and creating memories that endure across generations.

And as long as people continue to cherish those emotions, the sparkle of Tibarumal and Tiraa will continue to shine - connecting the royal elegance of Hyderabad's past with the limitless possibilities of its future.

A Journey Through Oils, Enterprise & *Excellence*

“In the world of Indian edible oils, few names resonate with the authority, experience, and quiet confidence of Pradeep Chowdhry, the Managing Director of Freedom Oil and the driving force behind Gemini Edibles & Fats. His journey began in the foothills of Dehradun and has grown into a story of vision, resilience, and an unyielding belief in creating value through quality.”

Pradeep Chowdhry

Managing Director

Born in Dehradun, then a part of Uttar Pradesh, Pradeep's lineage carries the emotional history of Partition. His parents migrated from present-day pakistan, rebuilding their lives with the resolve that defines refugee families of that era. Seven years after Independence, Pradeep arrived into a world where hope was a precious commodity. His early schooling and college years were spent in Dehradun, surrounded by the simplicity of the Himalayan foothills.

In 1975, he moved to Delhi to pursue Chartered Accountancy and Company Secretary. By 1978, he had qualified as a CA, and the world of Indian industry opened its doors to him. His first home was ICI, then a diversified industrial giant dealing in fertilisers, explosives, petrochemicals, rubber, and paints. Five and a half years there shaped his foundation in corporate discipline.

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He next joined Britannia, spending another five years with the iconic biscuit company. Here, fate intervened. Britannia had set up an edible oil plant in Madhya Pradesh and was contemplating a sale. Pradeep, representing Britannia in negotiations with ITC, caught the attention of the latter. The deal didn't materialise - but ITC offered him a job instead. That single moment changed the course of his life and, eventually, the edible oil landscape of India.

In 1991, he joined ITC as the Head of Finance for the edible oil division. Within a year, he was asked to helm the entire business. Though not trained in sales or operations, he was thrown into what he calls the "deep end of the pool." It was an era when India's edible oil industry was primitive - consumption was low, packaging negligible, and brands virtually non-existent. ITC created Sundrop, the country's first major sunflower oil brand, and Pradeep was at the center of this transformation. With only Doordarshan as the advertising medium, brand-building was simpler - but the learning, he says, was immense.

By 1996, he sensed a tectonic shift coming. India had begun importing edible oils, and the industry was poised for consolidation. Seizing the opportunity, he founded Sigraad Oils, a trading company. As government policy encouraged value addition, he set up manufacturing ventures, eventually partnering with global palm-oil leader Wilmar. Together, they built modern refineries on India's east coast. After eight years, he quit the Wilmar venture and from this decision, Gemini Edibles & Fats (GEF) was born in 2010.

Today, GEF stands tall as the creator of the beloved Freedom brand - one of the strongest edible oil brands in southern and eastern India.

Pradeep explains that India's shift from loose oil to packaged oil was driven by better taxation systems, GST reforms, large-scale imports, and rising health awareness. Over three decades, the Indian palate also evolved. Palm oil dominated due to affordability and institutional demand; soybean and mustard oil shaped regional habits; and sunflower oil took deep root in southern India. Through these changes, Freedom positioned itself as a healthier choice—especially sunflower oil, which Pradeep believes is ideal for Indian homes due to its low saturated-fat profile.

Building Freedom from Hyderabad - far from India's traditional corporate hubs—was not a challenge for him. With 35 years of experience and long-standing relationships with the trade, he had a deep understanding of the southern market. Freedom was launched at the right time: when the branded oil segment was growing rapidly. "A new company," he says, "but old wine in a new bottle." His leadership team has been with him for over 30 years, giving the company the rare advantage of chemistry and shared vision.

Strategically, GEF built refineries in Kakinada and Krishnapatnam to stay close to import jetties, connected by dedicated pipelines. Ninety percent of their market—spanning Telangana, Andhra Pradesh, Karnataka, Odisha, and parts of Tamil Nadu—lies within a 500-kilometer radius of their plants. "Each state is like a country," he smiles, underscoring the importance of focus and depth over scattered expansion.

The company is now building its next major refinery in Telangana, on the Bengaluru highway near Siddapur. Designed to process sunflower and rice bran oils, it reflects Pradeep's commitment to regional growth and local sourcing. With decades of experience in setting up 14–15 refineries, he confidently expects the new project to go from land to commercial operation in just 12 months.

Behind the scale and success lies a heart deeply committed to giving back. Freedom's CSR initiatives span healthcare, education, nutrition, and social security. Support for LV Prasad Eye Institute, Apollo's Sahi Project, Akshaya Patra's mid-day meals, Sai Trust schools, and the Telangana government's Bharosa centers reflect the company's belief in meaningful and quiet service to society.

As for the future, Pradeep remains modest. He insists that nothing in his career was pre-planned; each step unfolded naturally. Today, Gemini Edibles is professionally run, with global investors and a clear succession path. His son Akshay, part of the company from the beginning, is ready for the next chapter.

Still, Pradeep is not stepping away anytime soon. "Age is just a number," he says with characteristic humility. "I would like to continue for a few more years."

A life built not on grand declarations but on steady, purposeful progress - Pradeep Chowdhry's story is a testament to discipline, intuition, and the courage to keep moving forward.

The *Soul* of Surendrapuri

> On the outskirts of Hyderabad, where ancient memory meets modern imagination, stands a world unlike any other. A place where mythology breathes through stone corridors, where epics unfold beneath open skies, and where every pathway seems to carry whispers from another age. This is Surendrapuri - India's first mythological theme park and at the heart of its continuing journey is Prathibha Kunda.

Prathibha Kunda
Managing Director

Graceful yet grounded, Prathibha carries with her a rare blend of heritage, discipline, creativity, and quiet determination. As the great-granddaughter of Potti Sriramulu, whose sacrifice played a defining role in the formation of Andhra Pradesh, legacy was never merely a word in her family, it was a responsibility.

Yet Prathibha's story is not one of inheritance alone. It is a story of evolution.

Raised in a family that valued simplicity over status and education over entitlement, she grew up believing that there were no shortcuts to success. The women in her family were trailblazers long before the term became fashionable. Her grandmother was a doctor in an era when few women entered medicine. In the times when educating women was not considered a priority, her family set a remarkable example by making sure the women in the family were highly educated. Gender was never treated as a limitation; capability was the only measure.

Business came naturally to Prathibha. Her father, who rose from a small village to build his own enterprise, instilled in her the values of hard work and resilience. But alongside commerce and management, she nurtured another passion, the art of creating beautiful spaces. Interior design, which began as a personal interest after marriage, soon became a language through which she expressed creativity and vision.

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That sensitivity to design would later become invaluable in shaping experiences within Surendrapuri.

The origin of Surendrapuri itself was deeply emotional. Conceived by her father-in-law, the visionary Kunda Satyanarayana, the project was born as a tribute to his younger son, Surendra, who passed away at a young age. While many advised him to build a school or hospital, Satyanarayana envisioned something entirely different, a space that would preserve and celebrate India's mythological heritage for future generations.

What followed was nearly a decade of painstaking research.

Long before the convenience of digital archives and internet searches, he travelled across India with teams of researchers, visiting temples, collecting photographs, studying sculptures, and documenting stories from the Ramayana, Mahabharata, Bhagavatam, and Puranic lore. Slowly, an extraordinary dream took shape.

When Surendrapuri finally emerged, it was unlike anything India had seen before. A journey to the soul of India, three-kilometer immersive pathway featuring over 100 plus life size replicas of all the famous temples of India, more than 350 exhibits, and thousands of sculptures. Visitors could walk through celestial realms, descend into Pathala Lokam, journey alongside the Ganga, Vishnu lokam, Ksheera sagara madhanam, and many more and relive the timeless narratives of Indian mythology in a single destination.

But creating something unprecedented came with enormous challenges.

There was no blueprint to follow. No architect had designed such a space before. Every structure first existed only in imagination. Teams of artisans from Kerala, Tamil Nadu, Andhra Pradesh, and Bengal worked together to bring this mythological universe to life. It demanded not only craftsmanship, but faith — faith in an idea no one had attempted before.

For Prathibha, who formally joined the journey in 2006, the challenge evolved further: how could ancient storytelling remain meaningful in an age of shrinking attention spans?

Her answer lay in innovation without compromise.

While preserving the original vision of Surendrapuri, she introduced multilingual audio guides, immersive storytelling formats, and augmented reality experiences to engage younger generations. She understood that mythology could not survive merely as nostalgia; it had to become experiential. Technology became a bridge between tradition and the present.

And it worked.

Families began arriving not just as tourists, but as seekers of connection. Grandparents rediscovered stories they once heard in childhood. Parents found a place where culture could be shared with their children. Young visitors, raised in the age of screens, encountered mythology through interaction and wonder.

For Prathibha, these moments became the true reward.

"Connect to your roots and grow," she says — a philosophy that defines not only Surendrapuri, but her own life.

Beyond cultural preservation, Prathibha has also emerged as a strong advocate for women's empowerment and entrepreneurship. As former Chairperson of FICCI FLO Hyderabad, she championed initiatives focused on financial literacy, AI awareness, vocational training, and grassroots entrepreneurship.

One of her proudest achievements was establishing skill centres in Bhongir, where rural women received certified training in tailoring, beauty services, digital literacy, and traditional crafts. Many of these women went on to build independent livelihoods — opening tailoring units, parlours, and small businesses.

She also worked to revive Dokra art, a 4,000-year-old tribal metal craft from Adilabad, introducing contemporary design interventions that helped artisans access new markets while preserving tradition.

For Prathibha, empowerment is meaningful only when it becomes sustainable.

Even as she ventured into hospitality and design-led commercial spaces like Siara Retreat and Pradhan Conventions, she maintained a delicate balance between commerce and culture. One side of her world was driven by passion and legacy; the other demanded strategy and business acumen. Together, they shaped a leader who moves effortlessly between imagination and execution.

Yet amidst the scale of her achievements, she remains deeply anchored in simple joys like Ikebana, Carnatic music, travel, and moments of stillness that allow reflection in an otherwise fast-moving life.

Perhaps that is what makes her journey so compelling.

In an era obsessed with speed and instant success, Prathibha Kunda represents something quieter, rarer, and more enduring: the belief that meaningful work takes time. That roots matter. That culture can coexist with innovation. And that dreams, when pursued with patience and discipline, can become living legacies.

As visitors walk through the corridors of Surendrapuri, they do not merely witness mythology.

They witness a family's devotion, a woman's vision, and the timeless power of stories that refuse to fade.

The Making of a Modern Educational and Healthcare *Leader*

"In the bustling board of Indian Healthcare and education, few names resonate with the seamless blending of vision, leadership, and compassion as that of Dr Preeti Reddy. While the corridors of business are often male-dominated and women frequently occupy supportive or motivational roles, Dr. Preeti Reddy has covered a unique niche straddling medical administration and institutional leadership with remarkable ease."

Dr. Preeti Reddy Ch

Vice-Chairman

Born in Pune, to parents rooted in North Karnataka, Dr. Preeti Reddy's upbringing was steeped in the values of education, resilience, and service. Her father, a physician and administrator, and her mother, a microbiologist at the National Chemical Laboratory, nurtured a household where intellectual curiosity and perseverance were paramount. Despite her mother suffering a pulmonary embolism shortly after childbirth, the home remained a sanctuary of positivity. It was in this environment, amidst challenges and love, that Dr. Preeti Reddy's early inclination toward medicine and administration took root.

Medicine, for her, was more than a career; it was a calling. "I was passionate about science, inspired by my parents. But ultimately, it was about choosing what I would regret least," she reflects. After completing her MBBS and MD in Internal Medicine at DY Patil Medical College, her journey intertwined personal and professional milestones. It was here that she met her soulmate, Dr. Bhadra Reddy, and shortly thereafter, life brought her to Hyderabad through marriage, A transition that introduced her to a vibrant new world, a business-oriented, education-focused family with deep roots in the institutions established by Shri Malla Reddy.

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Adjusting to a joint family structure in Hyderabad could have been daunting, yet the warmth and support of her in-laws, Shri Malla Reddy and Shri Kalpana Reddy, transformed the challenge into an opportunity. With love, guidance, and a shared vision, Dr. Preeti Reddy found a second home, embracing both the culture and the responsibility of her new environment. Here, her journey as an administrator began.

Her professional voyage seamlessly merged medicine with institutional leadership. After brief stints at CARE Hospitals, she and her husband embarked on the ambitious project of establishing a medical college, the dream of Shri Malla Reddy. The path was neither simple nor straightforward. From modifying existing structures to meet the rigorous standards of the Medical Council of India to navigating bureaucratic hurdles and securing essential approvals, Dr. Preeti Reddy's leadership and persistence became the cornerstone of what would eventually become the sprawling Malla Reddy Viswavidhyapeeth.

Today, Malla Reddy Viswavidhyapeeth stands as a premier hub of integrated education, healthcare, research, and innovation, bringing together medical, dental, nursing, pharmacy, allied health sciences, hospitals, and advanced learning under one ecosystem. Designed to nurture not only doctors but an entire spectrum of healthcare professionals and innovators, the institution reflects a holistic vision for the future of healthcare and education.

Dr. Preeti Reddy emphasises the importance of teamwork: "Every role is crucial—from technicians and nurses to faculty and administrators. Like a family, everyone contributes to the well-being of the institution and the patients."

Her vision extends beyond traditional medicine. Recognising the importance of technology, she pioneered the School of Digital Health Sciences and Technology at Malla Reddy Viswavidhyapeeth, preparing future healthcare professionals to navigate an increasingly AI-driven and digital world. This initiative bridges the gap between medicine and technology, offering B.Sc., M.Sc., and PhD programs while providing hands-on training in Artificial Intelligence, Augmented Reality, Virtual Reality, and other transformative technologies.

Balancing professional responsibilities with motherhood, Dr. Preeti Reddy is also a dedicated parent. Her children, guided by the values of humility and gratitude instilled by their grandparents and parents, reflect the grounded upbringing she cherishes. This personal philosophy of blending compassion, discipline, and opportunity extends into her professional ethos.

Her approach to healthcare is deeply ethical and inclusive. Free OPD services, free inpatient care, surgeries, and maternal support programs underscore her commitment in ensuring that quality healthcare remains accessible regardless of socio-economic background. "Everybody should get quality healthcare. Money should not be a barrier," she asserts.

Under her stewardship, Malla Reddy Viswavidhyapeeth has evolved into a multidisciplinary centre of excellence, fostering innovation, education, research, healthcare delivery, and social impact. Dr. Preeti Reddy's focus on faculty excellence, state-of-the-art infrastructure, and interdisciplinary learning ensures that students are equipped for the challenges of tomorrow. She has cultivated an environment where educators thrive, doctors innovate, researchers collaborate, and students excel in creating a model that combines passion, precision, and purpose.

Dr. Preeti Reddy's story is one of inspiration, a testament to how vision, when combined with resilience, ethical values, and the right support system, can transform communities. From her early days in Pimpri Chinchwad in Pune to the expansive campuses of Hyderabad, she has woven together medicine, family, education, and enterprise, leaving a lasting mark on India's educational and healthcare landscape.

As she reflects on her journey, Dr. Preeti Reddy believes that true success lies not in expansion or recognition alone, but in creating institutions that empower future generations. Through Malla Reddy Viswavidhyapeeth, she continues to champion a vision where education is transformative, healthcare is accessible, technology drives progress, and opportunities are limitless. In an era of rapid change, her leadership exemplifies the power of purpose-driven growth, building a legacy that will continue to inspire, educate, and serve society for generations to come.

Shaping Minds, Building *Futures:*

“Education, they say, is tomorrow’s business. In India, this could not be truer. For decades, competitive exams have defined the hopes of millions of students and their families. IITs, BITS Pilani, AIIMS, and other elite institutions remain the dream destinations, their gates guarded by the toughest of entrance tests. The path to these pinnacles has never been easy, and over the years, one industry has grown to bridge the gap between ambition and achievement: Coaching.”

Purnachandra Rao N

Managing Director

Critics may call coaching institutes factories of rote learning. Yet their success in producing results has made them lifelines for aspiring engineers and doctors. Among them stands Resonance, a trusted name in competitive education. In Andhra Pradesh and Telangana, Resonance has found a committed leader in Purnachandra Rao, whose journey reflects passion, perseverance, and purpose.

Born in Ganapavaram, a village in Guntur district, Rao's beginnings were modest. His schooling was in government institutions up to his 10th standard, followed by graduation in Guntur, post-graduation in Hyderabad, and executive education at IIM Ahmedabad. Purnachandra Rao is a focus-driven entrepreneur. After six years with Reliance Group and The Times of India, he began his entrepreneurial journey as a first-generation business leader. Over the past 17 years, his commitment to innovation has helped him build successful ventures across sectors.

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A teacher since his college days, Rao has always carried a deep passion for education. In 2018, he began his journey with Resonance Junior Colleges and later expanded into Resonance Schools, Resonance School Integrated Program, Resonance e-Learning, and other K-12 initiatives.

It is important to clarify that Resonance was not founded by Purnachandra Rao. The institution has its own national legacy, built through academic excellence and competitive exam preparation. Rao's contribution has been in carrying that legacy forward in the Telugu-speaking states, strengthening its reach, relevance, and reputation among students and parents.

Under his leadership, Resonance Group grew from a fairly new brand in the region into one of the most trusted names in education across the Telugu states. Resonance has received 21+ awards across national and state-level platforms, while Rao has been recognised as one of the most promising education minds in the region. As of December 2025, Resonance trains more than 20,000 students every year across its 50+ campuses in Hyderabad, and today it is a household name for quality education in the city.

What sets Resonance apart, Rao explains, is not a claim of being "the best" but of being relevant. For every student, the definition of the best varies, and Resonance has thrived by aligning its teaching to what each learner needs most. That philosophy has touched over a million students across India in the past 25 years.

Rao is aware of the changing face of education. A decade ago, knowledge was largely confined to classrooms and libraries. Today, students have access to universe of information. This has empowered young people, but it has also created challenges. Information without direction can mislead as much as it can inspire. Resonance, therefore, places mentorship at the core of its approach. The goal is not only to teach subjects, but also to help students develop clarity, resilience, and purpose.

"Pressure," Rao says, "becomes pleasure when there is goal clarity." Much of the stress students face comes from disproportionate expectations — studying beyond their age or pursuing careers imposed upon them. Especially in the Telugu states, the parental aspiration for IITs and medical colleges can be intense. Rao does not dismiss this ambition; he credits it with producing many successful candidates. But he insists that parents must combine ambition with awareness.

A child choosing a career path without knowing the alternatives, he believes, is like rejecting an unopened gift. "Know about civil engineering, then reject it. Know about medicine, then reject it. But don't reject without knowing," he advises. For him, parents must expose children to possibilities through conversations, institutional visits, and real-world examples. Once the child owns the dream, pressure begins to melt away.

The integrated model of coaching in Andhra Pradesh and Telangana is another reason for success. Unlike dummy schools, Resonance combines school learning and competitive coaching under one umbrella. The syllabus is common, drawn from NCERT, but while board exams are descriptive, entrance tests are objective. This synchronisation saves time and sharpens focus.

Yet Rao remains clear-eyed. Not every student will make it to the IITs or AIIMS. But preparing for such exams, he says, is valuable in itself. The rigor, discipline, and problem-solving mindset stay with students for life. "You should not prepare for IIT only to get an IIT seat," he reflects. "You should try for IIT because it is tough. When you aim for the tough, you become tough."

For Rao, education is evolving rapidly, and the future calls for more than marks or rankings. Students need confidence to face a world shaped by innovation, global exposure, and changing opportunities. Parents today seek an environment where academic strength grows with creativity, emotional balance, and real-world skills. This, he believes, is why Resonance Schools were established in the Telugu states — to bridge academic excellence and holistic growth.

His advice to parents is simple: use the years between 6th and 10th class not for early pressure, but for awareness. Talk to children about professions, encourage exploration, and expose them to real examples. When children make informed choices, their goals become their own.

For Rao, education is not just about cracking exams. It is about shaping global citizens — curious, resilient, and ready for tomorrow. As Resonance continues to mentor thousands of students each year, his vision remains rooted in the belief that clarity, exposure, and guidance can transform pressure into purpose, and ambition into achievement.

From a Village Without Electricity to *Powering* a Nation

“ The Extraordinary Journey of
Dr. Bondada Raghavendra Rao.
There are stories of inherited wealth,
family legacies, and business empires
passed down through generations.
And then there are stories that redefine
possibility itself. ”

Dr. Bondada Raghavendra Rao

Chairman & Managing Director

The story of Dr. Bondada Raghavendra Rao belongs to the latter. Born in the tiny village of Parachivara in Andhra Pradesh's Krishna district, his childhood was marked not by privilege, but by scarcity. Electricity was absent. A bicycle was a luxury. Shoes were considered a privilege. His family depended on modest agricultural labour for survival, and opportunities seemed as distant as the cities beyond the village roads. Yet within those humble beginnings was a determination that would one day transform a young village boy into the founder of one of India's fastest-growing infrastructure enterprises.

"Until my tenth class, there was no electricity in our village," recalls Dr. Rao. "Today, we are generating power and contributing to the nation." The contrast is remarkable.

His journey into engineering was not part of a carefully crafted plan. In many ways, it was accidental. After completing his schooling in his village, he pursued intermediate studies and engineering in Machilipatnam. Armed with a civil engineering degree and immense ambition, he began his professional life as a site supervisor.

His first major opportunity came with Larsen & Toubro, followed by a role in a Hyderabad-based infrastructure company where he spent nearly fourteen years learning every aspect of the business. From site engineer to Executive Director and CEO, his rise was powered by relentless learning, discipline, and an eagerness to embrace responsibility. Those years became his real classroom.

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He gained exposure to international operations, infrastructure development, manufacturing, project execution, finance, and large-scale workforce management. But amid professional success, one thought remained constant. A quote attributed to Dhirubhai Ambani had left a lasting impression on him: "When you are born poor, it is not your mistake. But if you die poor, it is your responsibility." The words stayed with him.

Leaving behind a secure executive position was not easy. It meant walking away from stability, prestige, and comfort. More importantly, it meant stepping into entrepreneurship without the support systems that many business leaders inherit. No family business. No financial empire. No influential godfather. Only conviction.

In 2012, Dr. Rao and his team founded Bondada Engineering with an initial capital of just ₹1 crore. Leveraging their combined technical expertise and financial discipline, they generated nearly ₹7 crore in revenue during the very first year.

What followed was extraordinary.

The company steadily expanded across India's infrastructure landscape, building capabilities in telecom, renewable energy, railways, manufacturing, and energy-efficient technologies. From a startup with limited resources, Bondada Engineering evolved into a diversified infrastructure powerhouse with revenues touching nearly ₹2,850 crore in FY 26.

One of the company's earliest strategic bets was on telecommunications. Having accumulated extensive experience in telecom infrastructure during the mobile revolution of the late 1990s, Dr. Rao recognsized the enormous opportunity presented by India's digital transformation. As the Government of India accelerated its Digital Bharat mission, Bondada became one of the nation's leading telecom infrastructure partners. The company has built more than 30,000 telecom towers, deployed thousands of kilometers of optical fiber networks, and supported connectivity projects that reach millions of citizens.

The scale of execution demanded a unique organisational culture. For Dr. Rao, timely delivery became non-negotiable. "Our commitment is simple," he says. "Whatever project we accept, we deliver within the promised timeline." That philosophy would become the foundation of the company's reputation.

As India's priorities evolved, Bondada evolved alongside them. Recognising the importance of sustainability and energy independence, the company expanded aggressively into renewable energy. Today, it holds a renewable energy portfolio approaching 10 gigawatts and has set an ambitious target of contributing 25 gigawatts by 2030.

Bondada's focus extends beyond energy generation. The company is actively involved in energy storage solutions, battery systems, energy-efficient products, LED lighting, BLDC motors, solar street lighting, AAC blocks, and UPVC products - each contributing to India's transition toward a greener future.

The company's alignment with national priorities has been a defining feature of its growth story. Whether supporting Digital India through telecom infrastructure, enabling railway modernisation through communication networks for Kavach safety systems, or advancing renewable energy goals under India's energy transition mission, Bondada has consistently positioned itself at the intersection of national development and business opportunity.

Perhaps the most dramatic growth story came in 2023. At a time when skepticism surrounded infrastructure companies from Hyderabad, Bondada Engineering launched its Initial Public Offering. Many questioned whether investors would respond positively.

The response exceeded all expectations.

The IPO was oversubscribed 112 times. A company valued at approximately ₹160 crore before listing, witnessed a meteoric rise in investor confidence, eventually achieving a market capitalization approaching ₹4,000 crore. It was not merely a financial milestone - it was validation of a vision built over decades.

Yet, despite the achievements, Dr. Rao remains grounded in the principles that shaped his journey. He believes success is built on three foundations: domain expertise, financial discipline, and integrity. Entrepreneurs, he says, must honour every commitment made to stakeholders - investors, employees, bankers, vendors, and customers alike.

Looking ahead, Bondada Engineering is preparing for its next phase of growth. The company is expanding into renewable energy infrastructure, battery storage technologies, AI-driven data center ecosystems, and defence manufacturing.

The vision is ambitious. But then again, ambition has always been at the heart of this story.

From a remote village without electricity to building infrastructure that powers connectivity, transportation, and renewable energy across India, Dr. Bondada Raghavendra Rao's journey represents more than entrepreneurial success. It is a testament to the transformative power of belief. A reminder that great enterprises are not always inherited. Sometimes, they are built from the ground up - one dream, one decision, and one courageous step beyond comfort at a time.

Building More Than *Structures*

“Gummi Ram Reddy, Chairman and Managing Director of ARK Group, is a leader whose journey reflects vision, discipline, and purpose. For over 37 years, he has contributed to the growth of real estate, infrastructure, agriculture, and social development, leaving a lasting impact that extends far beyond business.”

Gummi Ram Reddy

Chairman & Managing Director

Few industries test leadership as consistently as real estate and infrastructure. Projects span years, markets evolve, regulations change, and expectations continue to rise. Sustaining success in such an environment requires more than business acumen. It demands vision, resilience, and unwavering discipline. These qualities have defined the journey of Gummi Ram Reddy for over four decades.

A qualified civil engineer and the Chairman and Managing Director of ARK Group, Gummi Ram Reddy began his entrepreneurial journey with a modest ` 1.5 lakh contract and a clear belief that quality, integrity, and trust must remain at the centre of every endeavour. Since founding ARK Group in 1989, he has steadily transformed that vision into a diversified organisation with interests across real estate, construction, infrastructure, agriculture, and social development.

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Under his leadership, ARK Group has evolved into a trusted name in real estate, delivering residential communities across Hyderabad, Bengaluru, Kurnool, Bhimavaram, and other growing markets. Projects such as ARK Samyak, ARK Kushak, ARK Oak Tree, Ark Hamptons, and ARK Cloud City reflect a consistent focus on quality construction, thoughtful planning, and long-term value creation. For Ram Reddy, real estate has always been about creating spaces that enrich lives while contributing to the growth of cities and communities.

Beyond real estate, his engineering expertise has guided the execution of industrial, commercial, and infrastructure projects for leading institutions and global corporations, including Tata Boeing Aerospace, Safran Aerospace, Schneider Electric, Mahindra, and JBM Group. These projects reflect a reputation built on technical excellence, disciplined execution, and the ability to deliver complex developments with consistency and reliability.

Yet, projects alone do not define his journey. Throughout his career, Ram Reddy has believed that sustainable success is built on people, values, and institutions. This belief has shaped his leadership philosophy of "Trust, Train & Track," a people-centric approach that emphasises empowerment, continuous learning, and accountability. It is a philosophy that has enabled long-term growth while fostering a culture of responsibility and ownership.

As the Founder President of CREDAI Telangana, he played a significant role in strengthening the organisation's presence and fostering greater professionalism within the real estate sector. Over the years, he has actively contributed to discussions around housing, urban development, transparency, regulatory reforms, and infrastructure growth, earning recognition as a respected industry voice at both state and national levels. Today, as President-Elect of CREDAI National, he continues to contribute to conversations shaping the future of India's real estate ecosystem.

His commitment to discipline extends well beyond the workplace. A passionate advocate of fitness and wellness, he regularly participates in marathons, cycling activities, and endurance events. He often draws parallels between entrepreneurship and long distance running, both requiring patience, consistency, perseverance, and the ability to stay focused through challenges. His participation in events such as the Tata Mumbai Marathon reflects a mindset that values sustained effort over short-term gains.

That same spirit recently took him to Everest Base Camp, Nagarjuna Peak, and Kala Patthar. These demanding journeys reinforced a philosophy he has long embraced. Meaningful achievements are rarely accomplished through speed alone. They are reached through preparation, discipline, and the determination to keep moving forward.

Beyond enterprise and industry leadership, he remains deeply committed to creating broader social impact. Through the ARK Foundation, support is extended to students, sportspersons, and aspirants from underserved backgrounds. Through ARK Reflections IAS Academy and its inspiring mission of creating "100 IAS/IPS by 2030," he is helping nurture a new generation of ethical public servants committed to nation-building. Through ARK Agro and ARK Gir Cow Goshala, he has also championed sustainable agriculture, organic farming, and responsible dairy practices, extending his vision of long-term value creation beyond the built environment.

A long time admirer of the late Industrialist Shri Ratan Tata, whose humility. ethics, and dignity in leadership continue to inspire him, Ram Reddy represents a style of leadership that places character alongside achievement. For him, leadership is not defined solely by what is built, but by the values that guide the journey and the impact left behind.

As India continues its journey of urban growth and transformation, leaders who combine ambition with responsibility will play an increasingly important role. Gummi Ram Reddy's journey stands as a testament to the enduring power of values, discipline, and purposeful leadership. Principles that build not only successful organisations, but lasting legacies.

The Visionary Who Redefined *Education*

“Dr. Lavu Rathaiah’s journey in education is nothing short of extraordinary - a story of vision, perseverance, and an unwavering commitment to nurturing young minds. Born into a humble, middle-class family, Rathaiah’s early life was defined by scarcity. His parents were not educated, and the family’s seven acres of dry land offered little hope for a flourishing future. Yet, the eldest of three brothers, Rathaiah displayed an innate curiosity and a relentless drive that would shape not only his own destiny but that of countless students across India.”

Dr. Lavu Rathaiah
Founder & Chairman

His academic journey was marked by determination and excellence. From a Telugu-medium school in his village, he moved to Guntur Junior College for higher studies, later completing his B.Sc. and postgraduate studies in physics. Eventually, he pursued a Ph.D. in child psychology and educational evaluation. Alongside this, his passion extended beyond the classroom - journalism, politics, and a profound love for education shaped the man who would go on to transform learning in Andhra Pradesh and beyond.

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In 1979, Dr. Rathaiah founded Vignan Tutorials, a modest coaching centre. But unlike conventional tutorials, which were often viewed as havens for dropouts, Vignan was designed to cultivate excellence among students who had the potential but lacked guidance. Many brilliant students, especially from rural areas, faced emotional and psychological challenges as they transitioned to town schools. Over 70% of them were failing - not from lack of intelligence, but from the inability to adjust to new environments. Rathaiah recognised this gap and envisioned a system where students would receive not only academic knowledge but also emotional support, mentorship, and guidance - a holistic approach that would ensure long-term success.

This philosophy laid the foundation for the residential system of education he pioneered. By moving students away from the distractions and limitations of their home environments, Rathaiah believed they could be nurtured under continuous mentorship. A residential system allowed for 24-hour supervision—not in a controlling way, but in a supportive, hand-holding manner. Students received encouragement when they succeeded and guidance when they faltered. Health, nutrition, and holistic well-being were given equal importance alongside academics. The goal was simple yet profound: to develop well-rounded human beings, not just high scorers.

Despite skepticism from contemporaries who questioned the location, fees, and faculty availability, Dr. Rathaiah's vision flourished. The first batch of students achieved over 90% success - a feat that validated his belief in the latent potential of students and the transformative power of a supportive environment. From these humble beginnings, Vignan expanded into schools, colleges, and ultimately a university, all rooted in the same philosophy: education as a mission, not a business.

Dr. Rathaiah has always been a staunch opponent of the corporatisation of education. For him, reducing teachers to sales agents or turning education into a profit-driven enterprise is the greatest disservice to society. "When a teacher is not respected, the society is gone," he often says. Teachers, in his eyes, are more than instructors - they are guides, mentors, and moral anchors. Respect for educators and their role in shaping lives is central to his vision, and his institutions reflect this ethos.

His commitment to equitable education also led him to support government initiatives such as the fee reimbursement scheme introduced by Ex CM of AP Dr Rajasekhara Reddy. Recognizing that access to higher education for first-generation and economically disadvantaged students is critical for societal development,

Rathaiah consistently advocated for systemic solutions rather than market-driven approaches. For him, education is not merely a pathway to employment—it is a means for empowerment.

Dr. Rathaiah's political interactions, including close relationships with leaders like N. T. Rama Rao and Dr YS Rajasekhara Reddy, were always guided by a singular focus: extending the reach and quality of education to as many lives as possible. Even when offered political opportunities, he remained steadfast, prioritising his mission over personal gain.

Vignan's educational philosophy is strikingly holistic. Schools under his guidance emphasise creativity, critical thinking, and the pursuit of varied interests beyond traditional streams like engineering and medicine. Students are encouraged to explore cinema, social sciences, arts, and more. The learning environment is free from fear and rigid conformity, allowing every child to grow like a tree - some tall, some wide, some lush green, each unique in its own way. Ethics, values, and respect for society are woven into the very fabric of education.

Looking back over 45 years, Dr. Rathaiah reflects on an unexpected journey—from a small tutorial center to a sprawling educational empire encompassing thousands of students, multiple colleges, and a university. Yet, for him, the true measure of success is not wealth or infrastructure but the impact on lives. "We are dealing with 20,000 families, not just 20,000 students. If we fail them, the families suffer," he asserts.

Dr. Lavu Rathaiah's life is a testament to the transformative power of education guided by vision, ethics, and passion. Vignan is not merely an institution; it is a philosophy brought to life - a place where knowledge meets character, where every student is nurtured to reach their fullest potential. His story reminds us that education is not about commerce but about creating human beings who can think, innovate, and contribute meaningfully to society.

The Man Who Left IBM to Reimagine Indian *Education*

“In a world where success is often measured by how far one travels from home, Raghavendra Reddy Macha chose to measure it differently. At the peak of a distinguished global career with IBM in the United States, he walked away from prestige, comfort, and certainty to return to India - not for retirement, not for business alone, but for a larger purpose: education.”

Raghavendra Reddy Macha

Pro-Vice Chairman

Born in Kurnool and raised in Hyderabad, Raghu's early life followed the aspirations familiar to many Indian middle-class families. Education was the passport to opportunity. After finishing school in Hyderabad, he moved abroad, studying at the University of New Brunswick before beginning a remarkable two-decade journey with IBM.

What began as a young immigrant's pursuit of success soon became an obsession with self-improvement. While many around him settled into the comfort of stable jobs, Raghu approached his career differently. He believed that getting a job was not the destination - it was merely the beginning.

Determined to stand apart, he transformed himself from an ordinary employee into a recognised voice within IBM's global ecosystem. He published 56 technical articles, becoming one of the highest-published contributors in IBM's history at the time. He spoke at international conferences, earned certifications, and sharpened both his writing and public speaking skills.

For him, success was never accidental. It was designed.

"I realised very early," he reflected, "that a resume should not look like everyone else's. It should tell a story."

That story eventually led him into the elite leadership corridors of IBM, where he rose from junior programmer to Director of Artificial Intelligence for Watson Services - the groundbreaking AI initiative that introduced the world to machine intelligence long before AI became a global phenomenon.

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Yet despite the promotions, the prestige, and the dream life that countless Indians aspire for, something within him remained unsettled.

The turning point arrived unexpectedly at a golf course in Augusta, Georgia - the iconic home of The Masters tournament. There, amid corporate giants and global business leaders, Raghu met Sunil Bharti Mittal, the founder of Bharti Airtel.

What began as a casual conversation evolved into a moment of profound clarity.

Mittal asked him a simple question: "Why are you still here?"

For Raghu, the question lingered long after the conversation ended.

India, Mittal explained, was not a finished story like the developed world. It was still evolving, still building, still transforming. To participate in that journey—to contribute meaningfully to a growing nation - was a privilege far greater than personal comfort abroad.

The idea stayed with him.

Soon, Raghu divided his life into three chapters: the first dedicated to education, the second to career and wealth creation, and the third to contribution. The third chapter, he decided, belonged to India.

The decision shocked nearly everyone around him. Friends questioned his sanity. Family members worried he was abandoning a life people spend decades trying to build. But clarity often demands courage.

Raghu returned to India with a vision larger than business. He wanted to build institutions that would prepare Indian children not merely to pass examinations, but to survive, communicate, compete, and lead globally.

That vision led him to establish Delhi Public School Ghatkesar and later become associated with Meridian School.

For him, education was deeply personal.

He remembered the struggles he faced as a young Indian professional in North America—not because he lacked intelligence, but because he lacked exposure. Communication gaps, cultural adaptation, confidence in public speaking—these were challenges many Indian students quietly endured abroad.

He did not want future generations to face the same limitations.

"Education," he believes, "must prepare children for life, not just examinations."

Inside his schools, this philosophy translates into a holistic approach. Academics matter, but so do communication skills, confidence, sports, leadership, and emotional resilience. Raghu often says that Indian schools spend too much time teaching children and not enough time educating parents.

In today's hyper-competitive environment, many parents reduce childhood to a race for IITs, medicine, or engineering rankings. Raghu challenges that mindset openly. He reminds families that marks alone cannot build successful human beings.

"An active mind cannot reside in an inactive body," he says—a philosophy reflected in his emphasis on sports and physical fitness. A marathon runner himself, he strongly advocates balanced growth, believing that physically active children become mentally stronger adults.

What distinguishes him most, however, is his insistence on communication as a life skill.

Long before artificial intelligence, automation, and digital tools became mainstream, Raghu understood that the ability to think clearly and speak confidently would remain timeless advantages. He encourages students to read, write, debate, question, and express themselves fearlessly.

His educational philosophy is refreshingly practical. He does not romanticise success, nor does he glorify struggle. Instead, he focuses on adaptability—the ability to survive uncertainty, embrace change, and keep learning.

Ironically, the man who once helped build advanced AI systems at IBM now spends his days shaping something even more powerful: human potential.

Today, Raghu is recognised not merely as an entrepreneur or educationist, but as someone who bridged two worlds—the precision-driven corporate culture of the West and the emotionally rooted aspirations of India.

People once called him "IBM Raghu."

Today, many know him simply as "DPS Raghu."

Yet behind both identities lies the same relentless dreamer: a man who believed that success is meaningful only when it creates opportunities for others.

And perhaps that is the true measure of education—not the degrees we collect, the salaries we earn, or the titles we hold, but the lives we help transform along the way.

Serving the Mother and the *Motherland*

> “Some journeys are shaped by destiny; others by determination. Dr P. Raghu Ram's story reflects both. An internationally renowned surgeon, his journey is one of purpose, perseverance and an unwavering commitment to improving breast healthcare.”

Dr. Raghu Ram, OBE
Founder & Director

KIMS HOSPITALS™
KIMS-USHALAKSHMI CENTRE FOR BREAST DISEASES

Roots in healing

Born in Guntur and raised in Hyderabad, Dr Raghu Ram grew up in a family where medicine was not merely a profession but a way of life. His father Dr. P.V. Chalapathi Rao, a celebrated surgeon and Dr B.C. Roy awardee, and his mother, Dr. Kotha Ushalakshmi, a renowned gynaecologist, instilled in him the values of service, compassion and excellence.

Patients came seeking treatment, but often left with something more - hope, reassurance and dignity. Watching this as a child left a lasting impression. "I always knew I wanted to be a surgeon," he recalls. "I saw healing not merely as a profession but as an opportunity to make a meaningful difference."

Turning points

After graduating from Siddhartha Medical College, Vijayawada, Dr Raghu Ram obtained first position in MS (General Surgery) from Kasturba Medical College in Mangalore. He then created a record, passing FRCS from Edinburgh, Glasgow and Ireland within a space of two months. He had the distinct opportunity to train with world renowned Breast Surgeons at various centres of excellence in the United Kingdom. He witnessed breast surgery emerge as a distinct subspecialty and immersed himself in this evolving field, convinced it would define his career.

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A personal test

Life, however, had other plans. In 2002, whilst visiting the UK, his mother was diagnosed with breast cancer. As the only child, Raghu Ram faced a defining choice: remain in the UK with secure prospects, or return home to care for his mother.

His parents advised him to stay abroad. His response was simple: "Will you come to the UK?" When they refused, his decision was made. Strongly supported by his wife Dr Vyjayanthi, who is a renowned Fertility Specialist, he chose to relocate to India with his family.

Redefining breast healthcare in India

Over the past nineteen years, he has led a series of pioneering initiatives -

'Breast Centre' concept: At KIMS Hospitals, he founded the KIMS-USHALAKSHMI Centre for Breast Diseases, which is South Asia's first purpose-built comprehensive breast centre dedicated exclusively to breast diseases. Unlike conventional cancer units, women with both benign breast disease and breast cancer are managed under one roof by a dedicated multidisciplinary team.

Public Health & Policy Impact: Through the Ushalakshmi Breast Cancer Foundation, he spearheaded one of India's most impactful breast cancer awareness movements. He secured three Guinness World records for advocacy initiatives.

He successfully implemented a large scale population-based breast cancer screening programme in Telangana and Andhra Pradesh. As a member of the Technical Advisory Group constituted by the Ministry of Health & Family Welfare, his work contributed to the formal adoption of Clinical Breast Examination as a population-based screening tool by the Government of India, enabling early detection for millions of women across India.

Standardising care & Leadership: He played a pivotal role in standardising breast healthcare in India and was the principal driving force behind the formation of the Association of Breast Surgeons of India, which is south Asia's largest Organisation representing surgeons practicing the art and science of breast surgery in the country. He served as its Founder, Honorary Secretary and President. He is one of the youngest surgeons to have served as President of the Association of Surgeons of India - the world's second largest surgical organisation.

Philanthropy & Social Impact: His commitment to social responsibility is reflected in his philanthropic initiatives. He adopted Ibrahimpur, a remote village in Telangana, where he has led sustained interventions in healthcare, education, sanitation, and community empowerment.

Awards & Recognition

For his transformative work, Dr. Raghu Ram has been conferred with some of the nation's and world's highest honours:

- Padma Shri – one of the highest civilian awards of the land(2015)
- Dr. B. C. Roy National Award – the highest recognition that can be achieved by a doctor practicing in India (2017)
- Officer of the Most Excellent Order of the British Empire (OBE) – one of the highest British Empire awards (2021).

Changing Lives

Dr. Raghu Ram insists that early detection is the key to survival. While mammography remains the gold standard in urban centres, he believes new frontiers like liquid biopsy—a simple blood test—could revolutionise screening even in rural areas.

On treatment, he reassures patients: "Every treatment modality and skill sets available in the West are now accessible in India. Today, we offer world-class care right here, at a fraction of the cost."

The Larger Message

When asked what advice he gives women, his message is clear and simple:

- Be breast aware.
- Seek medical attention for any persistent breast change.
- Remember that most breast conditions are benign.
- Recognise that early detection can save lives.

A legacy in the making

From breaking taboos to shaping policies, from setting up India's first comprehensive breast centre to creating a nationwide model of community screening, Dr. Raghu Ram has redefined breast healthcare in India.

For him, every woman reassured, every cancer detected early and every life improved represents a step towards fulfilling the mission that brought him home. As he says with a quiet pride: "Serving my mother and my motherland - this is the greatest reward of my life."

The Visionary Behind an *Animation* Empire

> “Animation was once considered the playground of children - a whimsical world of colourful characters and make-believe. However, over the past few decades it has evolved into a global powerhouse of entertainment, with studios investing billions to create universes that captivate audiences worldwide.”

Rajiv Chilaka
Founder & Managing Director

India has emerged on the animation map, and at the heart of this transformation stands a visionary who reshaped the industry: Rajiv Chilaka, Founder and Managing Director of Green Gold Animation, the creative force behind the iconic 'Chhota Bheem.'

Rajiv's story begins in the bustling city of Hyderabad, where he grew up speaking Telugu and attending St. George's Grammar School. As a young boy, his days were filled with the wonders of Amar Chitra Katha, Tintin, and superhero comics. Characters like Mickey Mouse, Superman, and SpiderMan fascinated him - but he wondered why India didn't have its own heroes. "If I wanted to meet Superman or SpiderMan," he recalls his father saying, "you would have to go to the US." But young Rajiv thought, why not create heroes for Indian children?

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His academic journey led him from Hyderabad to the United States, where he pursued a master's degree in computer science at the University of Missouri, Kansas City. During this time, reading a book on Walt Disney's life changed the course of his career. "I'm not much of a reader," he admits, "but Disney's story inspired me deeply. He built an empire from nothing, in times when resources were scarce. That made me realise animation could be my life's work."

Determined to pursue his passion, Rajiv undertook formal animation studies at the Academy of Art in San Francisco. He found in animation a rare joy - the ability to live his childhood dream every day. "It was like turning your hobby into your profession. You never get tired of doing what you love," he says. By the early 2000s, Rajiv recognised a gap: while animation thrived in the United States, Europe, and Japan, India had only a handful of studios, and children's content was scarce despite the country's 300 -350 million young viewers.

Returning to India, Rajiv set out to create stories for Indian children. The early days were tough. There was no trained workforce, minimal funding, and few broadcasters willing to air homegrown content. Yet, he pressed on, drawing inspiration from Indian mythology. Krishna, Rama, Akbar-Birbal these legendary tales offered endless possibilities for animation. But it was the creation of Chhota Bheem that truly changed the landscape.

Rajiv reimagined Bheem, the mighty hero from the Mahabharata, as a spirited village boy in the fictional town of Dholapur. Alongside friends like Chutki, Raju, and Kalia, Bheem faced everyday challenges with courage and wit. Positioning the epic hero in a relatable, playful world, Rajiv created a character that resonated deeply with children across India. The show's success was immediate, and Chhota Bheem became a cultural phenomenon, spawning toys, merchandise, and a legacy that would endure.

Building Green Gold Animation meant more than storytelling - it meant building a team from scratch. India had virtually no trained animation workforce at the time, so Rajiv scouted talent from universities and schools across the country, training fresh graduates to meet production standards.

Today, the company boasts a cosmopolitan team of artists and technicians, many of whom have been with Green Gold since its earliest days. "The pride of recognition motivates an artist," he says, "and with Chhota Bheem, everyone's work got celebrated."

The industry itself transformed rapidly. With the rise of mobile devices and OTT platforms, content consumption shifted from television to digital. Green Gold diversified, branching into VFX for films and television, while India became a hub for international outsourcing projects. "Even if budgets in India don't match Hollywood, the quality and creativity of our teams are world-class," Rajiv notes.

Looking ahead, gaming has emerged as the next frontier. Children and young adults now spend hours in immersive, interactive worlds, forging connections and honing skills through gameplay. Rajiv sees India's potential in gaming as even greater than in animation or VFX, with local talent poised to create content that rivals international standards.

Technology continues to evolve, and emerging tools like AI are reshaping the creative process. Repetitive tasks can now be automated, freeing artists to focus on storytelling and imagination. "With one computer, anyone today can create content that rivals Hollywood," Rajiv says, "and the future belongs to those who can combine talent with vision."

Despite technological shifts, Rajiv believes the essence of entertainment remains timeless: storytelling is king. Whether through animation, VFX, or gaming, content must engage, educate, and inspire. "The Indian audience is evolving," he reflects. "They want experiences that are immersive, interactive, and meaningful."

From a curious boy in Hyderabad to the architect of an iconic animation empire, Rajiv Chilaka's journey is a testament to vision, perseverance, and creativity. Chhota Bheem is more than a character - it is a symbol of India's capability to tell its own stories, to create heroes rooted in culture, yet universal in appeal. The world of animation, VFX, and gaming in India is flourishing, and with pioneers like Rajiv leading the way, the best is yet to come.

From Paddy Fields to *Furniture* Empire

> The Remarkable Journey of C.V. Ramana Reddy.
>
> On the dusty roads of Budamagunta, a small village in Nellore district, few could have imagined that a young boy educated entirely in government schools would one day build one of South India's most recognised furniture brands.

Ramana Reddy CV

Founder & Managing Director

Yet, that is precisely the story of C.V. Ramana Reddy - a story not merely about furniture, but about vision, resilience, and the quiet determination to create opportunities where none seemed to exist.

Born into a farming family that cultivated ten acres of land, Ramana Reddy's childhood was rooted in simplicity. Life revolved around the rhythms of agriculture, where paddy fields stretched across the landscape and hard work was a daily reality. Education came through government institutions—from primary school in the village to a diploma in Mechanical Engineering in Gudur. Every step of his academic journey was made possible through free education, a fact he remembers with gratitude.

Armed with a diploma and ambition, he arrived in Hyderabad during the early 1980s and secured a position as a supervisor at Widia India Limited, a company specialising in mining and drilling tools. For many, a stable job would have been the destination. For Ramana Reddy, it was merely the starting point.

The entrepreneurial spirit that would later define his life revealed itself early. While working full-time, he pursued small business ventures during his spare hours. Drawing from his agricultural roots, he entered the paddy trade, purchasing grain from farmers, storing it, and selling it after processing. He later ventured into the cement brick business. These side enterprises were not grand successes, but they taught invaluable lessons about markets, risk, and customer needs.

Then came a chance encounter that would change everything.

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During a visit to Delhi, where a relative was employed, friends requested that he bring back a few aluminium chairs that were reportedly available at lower prices. Curious, he visited the bustling Panchkuian furniture market and discovered that chairs sold for ₹150 there were priced at more than double in Hyderabad.

He immediately recognized an opportunity.

What began as a favor for friends evolved into a small trading operation. Aluminium chairs were followed by melamine ware, leather goods, and other products sourced from Delhi and sold in Hyderabad. The margins were attractive, and more importantly, he was learning the fundamentals of retail.

In 1994, with little more than conviction and determination, Ramana Reddy opened the first Anu Furniture showroom in Chandanagar. The store occupied just 200 square feet. He and his brother managed the entire operation themselves.

Daily sales averaged around ₹1,000.

There were no grand marketing campaigns, sophisticated systems, or investors. There was simply hard work. Every month, inventory increased. Every year, the customer base expanded. One room became two. One building became several.

As Hyderabad transformed into a rapidly growing metropolis, Anu Furniture grew alongside it.

The city's expansion into areas like Miyapur, Patancheru, Nacharam, Mallapur, and Gachibowli created new opportunities. Ramana Reddy understood that furniture was not merely a product; it was becoming part of a lifestyle. What was once purchased out of necessity was now influenced by design, fashion, comfort, and personal identity.

Recognizing this shift, Anu Furniture evolved from a trading business into a manufacturing and customisation powerhouse.

In 2014, the company established its own manufacturing facility. The decision was driven by customer demand. Homeowners wanted specific dimensions, fabrics, finishes, and designs. Instead of saying no, Ramana Reddy invested in capabilities that would allow customers to create exactly what they envisioned.

The factory became a symbol of the company's philosophy: customisation without compromise.

Today, a customer can walk into an Anu Furniture showroom with nothing more than a photograph and see that concept transformed into reality. Skilled craftsmen, designers, and technicians collaborate to create furniture tailored to individual tastes and spaces.

This ability to adapt has been central to the company's success.

Ramana Reddy has witnessed dramatic changes in consumer behaviour for over three decades. Traditional carpenters once worked inside homes for days or weeks, creating cupboards and furniture on-site. Modern customers, however, seek speed, convenience, and precision. Ready-made and modular furniture has replaced much of the old process.

Instead of resisting change, Anu Furniture embraced it.

The company studied global trends, including the Complete Knock-Down (CKD) systems popularised by international retailers. Yet, it combined these efficiencies with something global giants often struggle to provide: deep customisation and long-term service support.

Today, the company operates across Hyderabad, Secunderabad, and Bengaluru, with continued expansion underway. New showrooms are planned, including developments in Gachibowli and Ramana Reddy's hometown region near Kavali.

But perhaps his most ambitious vision extends beyond his own company.

He dreams of a dedicated Furniture City—a hub where manufacturers, designers, retailers, and international buyers can come together much like the specialised industrial clusters seen in China. He advocates furniture design education, vocational training, and industry-specific institutions that can nurture future talent.

For him, the future of furniture is not just about selling products. It is about creating an ecosystem.

When asked how he wishes to be remembered, his answer is strikingly simple.

- Not for the showrooms.
- Not for the revenue.
- Not even for the brand.

He wants to be remembered for creating livelihoods.

Having already generated employment for hundreds of people, he hopes to create opportunities for a thousand families. As someone who began his own journey as an employee, he understands the dignity that meaningful work brings.

From the paddy fields of Budamagunta to a growing network of furniture showrooms across South India, Ramana Reddy's story stands as a testament to the power of perseverance. It reminds us that extraordinary enterprises are often built not through inheritance or privilege, but through curiosity, courage, and countless small steps taken consistently over time.

In every chair, every sofa, and every showroom that bears the Anu Furniture name, lives the spirit of a man who saw possibility where others saw limitations—and built a legacy, one customer at a time.

A Legacy of Transforming Children's *Healthcare*

"Building a hospital is never easy. Building one exclusively for children demands even greater conviction. Twenty-five years ago, when dedicated pediatric hospitals were still few in India, Dr. Ramesh Kancharla saw an opportunity to create something that did not exist. His vision was simple yet ambitious: to build a hospital where every decision, every specialty and every innovation revolved around the unique needs of children."

Dr. Ramesh Kancharla
Chairman & Managing Director

What began as a single hospital in Hyderabad has today grown into India's largest pediatric healthcare network, setting new benchmarks in children's healthcare.

The journey began long before Rainbow Children's Hospital opened its doors. Growing up in a small village in Nellore district, Dr. Ramesh was inspired by his father, an agriculturist and community leader whose greatest aspiration was to educate his children. "My father's dream was to educate his children," he recalls. That foundation of education and service led him to medicine and, eventually, to healthcare entrepreneurship alongside his brother Dr K Ravindranath, one of the founders of Global Hospitals.

After spending nearly, a decade in London, Dr. Ramesh returned to India carrying more than clinical experience. He returned with a question that stayed with him: Why couldn't Indian children have access to the same level of specialised care? His first instinct was not to build a hospital of his own. He approached several hospitals with the idea of creating a dedicated children's hospital, believing the need was obvious. But the idea found few takers. "I realized that if I truly believed in it, I would have to build it myself," he says.

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That conviction led to the birth of the first Rainbow Children's Hospital in Banjara Hills, Hyderabad, alongside a team of like-minded clinicians who shared his belief that children deserved specialised care. Like any new institution, the initial years demanded patience. Establishing a dedicated children's hospital required not only clinical excellence but also the trust of families. Dr. Kancharla and his team remained steadfast in their belief that if they focused on delivering the highest standards of care, sustainability would follow. That belief proved right. As more children recovered and more families shared their experiences, Rainbow steadily earned its place as Hyderabad's preferred destination for pediatric care.

Growth was never pursued for its own sake. It was driven by a desire to make specialised pediatric care accessible to more families. Rainbow expanded thoughtfully, developing a hub-and-spoke model that connected advanced centers with regional hospitals, ensuring that no child had to travel unreasonable distances for expert care. This approach has been particularly successful in Andhra Pradesh, where a strong network of hospitals has made world-class pediatric and maternal healthcare accessible across the state. Looking ahead, Rainbow plans to further strengthen this network with a major hub hospital in Amaravati, the new capital of Andhra Pradesh. Having demonstrated the success of this model, the organisation is now expanding its footprint in Delhi-NCR, with the vision of bringing the same integrated model of care to nearly 50 million people in the region. Today, that vision has evolved into a network of nearly 2,500 beds, making Rainbow the largest dedicated pediatric hospital network in the world.

Rainbow also transformed the way critically ill children receive care. Long before neonatal and pediatric transport became common practice, the hospital established specialised transport services, with senior clinicians personally accompanying vulnerable newborns and children to safety. Whether by road or by air, these services brought intensive care beyond hospital walls and helped save countless young lives. Over the years, Rainbow's model inspired many others to establish dedicated children's hospitals, strengthening pediatric healthcare across the region.

Another defining milestone came in 2021 when Rainbow became India's first publicly listed pediatric hospital network. For Dr. Kancharla, the decision was never about commercial success alone. It was about creating a strong institution capable of reaching more children. Sustainable growth, he believes, enables better infrastructure, attracts exceptional clinical talent and ensures that more families can access world-class care.

The philosophy of care also expanded beyond treating children. Rainbow integrated maternal care through BirthRight Hospital, recognizing that the journey to a healthy childhood begins long before birth. High-risk pregnancy care, fetal medicine and neonatal expertise now work together seamlessly, ensuring continuity of care from pregnancy through childhood.

For Dr. Kancharla, however, the most meaningful milestones cannot be measured in numbers. They are found in the children who return years later, healthy and thriving, and in the families whose lives have been transformed. Some return simply to say thank you. Others come back inspired to pursue medicine themselves. For him, these moments reflect the collective commitment of every doctor, nurse and caregiver who has been part of Rainbow's journey. They reaffirm the purpose that first inspired Rainbow twenty-five years ago.

As Rainbow continues to expand across India, particularly in the northern region, its mission remains unchanged. The goal is not simply to build more hospitals, but to ensure that every child has access to specialised, compassionate and world-class healthcare, regardless of where they are born. What started as one doctor's belief has grown into a movement that continues to shape the future of pediatric healthcare in India.

Serving Memories with Every *Meal*

> “Hospitality, they say, is the people’s business. As long as there are people on this earth, there will be journeys to take, meals to share, and stories woven around tables of food. Across centuries, cultures have defined themselves through cuisine—the French with their artistry, the Japanese with their precision, the Chinese with their endless variety, and India with its rich diversity from north to south, east to west.”

Ravi Kumar Ohri
Founder & Managing Director

Behind the magic of dining out lies a truth - running a hospitality business is never easy. Few know this better than **Ravi Kumar Ohri**, a pioneer who transformed Hyderabad's dining landscape with his visionary brand, Ohri's. His journey is one of resilience, innovation, and a deep understanding of people's relationship with food.

From Engineering to Hospitality

Born in Jalandhar, Punjab Ravi Ohri began his career as a civil engineer. His early ventures in construction took him to Bhubaneswar, Cuttack, and other towns in Odisha. The work was lucrative but unsettled—always on the move, never anchored. He longed for something within "four walls," a business that he could nurture and grow steadily.

That thought shaped his destiny. In 1970, he acquired a property in Secunderabad where Hotel Basera now stands. He began modestly, with just 33 rooms but the response was overwhelming. Basera became a landmark, its occupancy rates soaring, and its reputation firmly established.

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During those years, Ravi was a keen observer. Frequent stays at Kolkata's iconic Grand Hotel introduced him to the inner workings of hospitality - how departments functioned, how staff interacted, and most importantly, how guests were made to feel special. These lessons, combined with his engineering discipline, became the foundation of Ohri's.

The Birth of a Brand

Initially, Ravi leased a portion of his property to Kamat, a well-known restaurant group. From them, he learned the nuances of the food business - the importance of flavors, consistency, and above all, guest satisfaction. Soon, he was ready to start on his own.

He launched **Hotel Basera's** restaurants, beginning with "Dawat," a fine-dining destination known for its authentic North Indian flavors. Hyderabad had few options then, and Dawat quickly found its audience. Encouraged by success, Ravi expanded, creating multiple restaurants under one roof - each with its own identity.

What set him apart was his flair for theme-based restaurants. Being a civil engineer, he personally designed spaces that told stories. Whether it was the cave-like interiors of Gufaa, the grandeur of Tansen, or the nostalgic recreation of 1857 with portraits of the Nizams, each restaurant was more than a place to eat- it was an experience.

Reinventing Dining

In an era when most restaurants followed standard layouts, Ravi dared to dream differently. Havmor brought the joy of ice creams to Hyderabad, while Ming's Court became a successful Chinese restaurant. Nautanki Galli captured the vibrancy of Indian street food, while Metro recreated the feel of dining inside a train coach, complete with the sounds of a moving engine.

Guests loved the creativity. For many Hyderabadis, dining at Ohri's wasn't just about food; it was about being transported to another world, if only for a meal.

The Secret Recipe

What made Ohri's stand out was Ravi's insistence on quality and self-reliance. While others outsourced, he built everything in-house - laundry services, bakeries, and even ice-cream production. "If you want quality," he believed, "you must control the source."

He worked tirelessly, often 14-15 hours a day, personally supervising chefs, tasting new dishes, and inspecting service standards. His guiding principle was simple: people may come once for the ambience, but they return only for good food and good service.

At its peak, some of his restaurants served nearly 9,000 guests a day. The sheer scale was staggering, yet Ravi ensured every guest left with a sense of satisfaction. "This is the only business," he often said, "where someone can say, 'I am full, I am satisfied,' and truly mean it."

Weathering Challenges

Like every entrepreneur, Ravi faced storms. The COVID-19 pandemic, in particular, dealt a severe blow to the hospitality sector. With nearly 27 restaurants under his belt, the challenge was herculean. But his formula - good chefs, good managers, and consistent quality, helped the group survive and bounce back.

Meanwhile, the world of dining was changing. Swiggy, Zomato, and food delivery apps altered how people engaged with food. Yet Ravi remained confident. Ordering in, might be convenient, but the assurance of fresh, well-cooked food, served in a warm environment, could never be replaced.

Passing the Baton

Today, the mantle has passed to his son, **Amar Ohri**, a hospitality professional trained in Switzerland and the United States. Under Amar's leadership, the business has become more structured, professionally managed, and technology-driven. But the heart of Ohri's - the emphasis on themes, quality, and guest delight - remains unchanged.

Together, they are now looking beyond Hyderabad, with plans to take signature concepts like Tansen and Outswinger to other cities. Meanwhile, ventures like Cake Nation bring Ohri's quality closer to neighborhoods, reflecting Ravi's lifelong philosophy of innovation and accessibility.

A Lifetime of Fulfillment

Looking back at five decades in hospitality, Ravi Ohri feels content. His journey has been one of building - not just hotels and restaurants, but memories. Generations of Hyderabadis have celebrated birthdays at Havmor, family gatherings at Gufaa, and quiet dinners at Dawat. For many, Ohri's is not just a brand, but part of their personal history.

"I have always believed," Ravi reflects, "that food is the only thing that can truly satisfy people. You can desire more wealth, more possessions, but when someone eats a good meal and says, *Bas*, I am happy - that is real contentment."

From 33 rooms in Secunderabad to over 20 theme-based restaurants, the Ohri's journey is a testament to vision, hard work, and a love for serving people. In Ravi Ohri's world, hospitality is not just about business - it is about creating experiences that linger long after the last bite.

Building Dreams for the *Middle Class*

> “Real estate, they say, is God’s business. After all, no one is creating land anymore, and what exists today is all that humanity will ever have. Across the world, nothing is valued more than a roof over one’s head-what in India is counted among life’s essentials: roti, kapda aur makaan. For millions of Indians, owning a home is not just a necessity but a lifelong dream.”

Ravinder Reddy K
Founder & Chairman

For over four decades, one man has been tirelessly working to make that dream come true for the Indian middle class. Ravinder Reddy, Chairman of the Janapriya Group, is a pioneer who transformed the real estate landscape of Hyderabad by staying true to a simple yet powerful vision - affordable housing for salaried families. His journey, from a small village in Nalgonda district to leading one of South India's most respected real estate brands, is a story of determination, foresight, and deep social commitment.

Roots in Rural India

Born in Tadipatri village, just off the Hyderabad–Vijayawada highway, Ravinder Reddy grew up in a middle-class farming family. His early education was entirely in Telugu medium schools—first in his village, then in nearby towns. Moving from the modest classrooms of government schools to the Regional Engineering College in Odisha, and later JNTU Hyderabad, was no small leap. He graduated as a civil engineer in 1976, equipped not only with technical knowledge but also with resilience and adaptability.

From Government Service to Entrepreneurial Fire

Reddy's first job was with the Andhra Pradesh Irrigation Department as a Junior Engineer. Later, he worked with the Central Design Organization in Hyderabad. But even while he served in government, restlessness grew within him. He knew he did not want to spend his life bound by bureaucracy. "From day one," he recalls, "I never wanted to continue in a government job."

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By late 1976, he was already sketching out business ideas and discussing projects with friends. Many laughed at his constant brainstorming, but Reddy was simply waiting for the right moment to act. That moment came in 1981, when he resigned from government service and ventured into real estate development.

The First Steps

His first project was a 50-acre layout on Nagarjuna Sagar Road, developed under the name Vishweshwaraya Engineers Cooperative Housing Society. With his strong network among engineers, the plots sold quickly, giving him both financial stability and confidence. Another 50-acre venture near today's Hi-Tec City soon followed. By the early 1980s, Reddy had established himself as a reliable developer.

But he was not satisfied with just selling land. "As a civil engineer, I felt my true calling was in construction," he says. Inspired by the massive demand for Andhra Pradesh Housing Board flats at the time - where thousands applied for just a few hundred homes - he realised the gap was not in buyers, builders, or land. The missing link was in connecting all the dots efficiently.

Affordable Housing – A Lifelong Mission

In 1986, Janapriya was born with a clear mission: to provide quality, affordable homes for middle-class families. At a time when most builders demanded heavy cash components and catered to the elite, Reddy took a different path. He structured his projects so that payments could be made entirely in white money, ensuring buyers could access home loans.

The vision was simple yet radical - two-bedroom apartments with functional layouts, priced within the reach of salaried employees. His insistence on keeping costs realistic and refusing to compromise on the essentials made Janapriya a household name. Over the decades, the company has built more than 40,000 apartments, touching the lives of thousands of families who might otherwise have remained tenants forever.

Innovating for Scale and Quality

As the business grew, Reddy realized that consistency in quality and timely delivery required more than just human effort. Long before mechanization became common in Indian real estate, Janapriya invested in advanced technologies - German formwork systems, precast methods, and later, enterprise IT platforms like SAP and Salesforce. "Mechanisation ensures quality, speed, and control," he explains. "If you want to scale sustainably, it is not a choice but a necessity."

Passing the Baton

Today, Janapriya is very much a family enterprise. Both his sons, Kranti Kiran and Ravi Kiran, are civil engineers with global exposure. They now lead the group's diversified brands - Janapriya Upscale and Janapriya Ventures - targeting slightly different market segments but staying true to the family's founding philosophy. "They see the market from their generation's perspective," Reddy says with pride. "And I welcome their ideas while they respect my vision. That balance keeps us strong."

Beyond Real Estate

Reddy's passion for the middle class extended beyond housing. For a period, he also ventured into education, establishing schools in Hyderabad and Bangalore with modest fees. Though market realities forced some closures, his efforts reflected his broader commitment to social good.

Hyderabad – A City of Opportunity

Having worked in both Hyderabad and Bengaluru, Reddy remains deeply optimistic about Hyderabad's future. With better water resources, proactive governance, and infrastructure like the Outer Ring Road and Regional Ring Road, he believes the city has a strong edge over other metros. "Hyderabad is bound to grow," he says. "It is cosmopolitan, strategically located, and blessed with resources. The opportunities here are limitless."

In the second innings of his life, the buildings initially he constructed have become nearly 25 to 30 years old. He constructed those buildings, for the middle class people with a built up area of about 600, 700 square feet. Today, the cost of that land on which the apartment has been built has gone by 250 to 300 times. People who bought the flat those days have also seen their salaries going up by almost 20 times. Therefore, with more disposable income, they are looking to upgrade the building, in keeping with their present status.

A majority of the flat owners are interested in redevelopment of their flats, so that they get a bigger flat, with better facilities and the value will also appreciate. Many people have already approached Ravinder Reddy for redevelopment and the first project will be taken up probably in 2027. Of the numerous ventures which he initially started with, he expects that one or two out of the five ventures, will approach him. For him, the focus would be on redevelopment of his old projects, so that they get a new lease of life. That is one assignment he would like to take as his second innings.

A Legacy of Trust

At 70, Ravinder Reddy looks back with satisfaction. What began as a young engineer's dream has grown into a legacy that continues through the next generation. Yet, he remains firmly rooted in the ethos that shaped his career - serving the vast Indian middle class with honesty and commitment.

In a real estate landscape often dominated by glittering luxury towers and gated enclaves for the super-rich, Janapriya stands apart as a builder of trust, value, and accessibility. For thousands of families across Hyderabad, the name Janapriya does not just mean a house - it means home.

Beyond Cement: A Story of Grit, Innovation and Nation *Building*

> “Every great structure begins with a foundation. Long before skylines emerge or highways connect cities, there is an invisible force holding everything together. For Ravinder Reddy, that force was never just cement—it was trust, consistency, and the belief that ordinary materials could create extraordinary outcomes when guided by purpose.”

Ravinder Reddy M

Director of Marketing

Born into an agricultural family in Karimnagar, Telangana, Ravinder grew up in a modest household where education and hard work were the greatest assets. His parents instilled in him the values of honesty, discipline, and kindness, lessons he credits for every achievement in his life. From a government school in his village, he progressed to Hyderabad, earning a B.Com (Hons) from Osmania University, followed by an MBA from Berhampur University in Odisha. While academics shaped his foundation, his greatest education came from the markets, dealer networks, and construction sites that defined his career.

His journey in the cement industry began as a management trainee at Priya Cement, where he spent eleven years learning every aspect of the business. Another decade at Penna Cement strengthened his expertise. By the time he joined Bharathi Cement as Director in 2008, he had over twenty years of experience and a clear conviction that lasting success comes from understanding customers better than competitors.

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At that time, Bharathi Cement was only an emerging venture with no production, established brand, or market presence. Rather than focusing solely on manufacturing, Ravinder concentrated on building relationships. He travelled extensively, meeting dealers, distributors, contractors, and end users to understand their expectations—consistent quality, reliable supply, timely service, and profitability. By the time commercial production began in September 2009, a strong dealer network built on trust was already in place.

Innovation quickly became central to Bharathi Cement's identity. Ravinder introduced polypropylene laminated cement bags, an industry-first innovation in India that improved durability while signalling the company's willingness to challenge convention. Behind the scenes, advanced RoboLab technology, rigorous quality testing, and state-of-the-art German grinding mills ensured consistent product quality.

For Ravinder, consistency is more than a quality standard—it is a promise. He believes trust can only be earned by delivering the same level of excellence every time.

Recognising that customers needed more than a quality product, he pioneered Mobile Technical Service Vans and Mobile Two-Wheeler Testing Facilities that travelled to remote villages and construction sites. These mobile units enabled customers to test cement quality on-site while receiving technical guidance, transforming customer service into a competitive advantage and strengthening Bharathi Cement's reach across underserved markets.

The company was not merely selling cement; it was solving problems, educating customers, and building confidence. Through consistent quality, strong dealer partnerships, technical support, and thoughtful branding, Bharathi Cement established itself as one of South India's most trusted cement brands.

A major milestone came with Bharathi Cement's partnership with France's Vicat Group, combining global expertise with local market knowledge. While the collaboration accelerated growth, the company's core philosophy remained unchanged: quality, innovation, and customer service were not marketing slogans but values embedded across the organisation.

Ravinder also championed sustainability long before it became a corporate priority. Bharathi Cement invested in solar energy and initiatives to reduce carbon emissions, reflecting his belief that progress must be responsible and that tomorrow's infrastructure should be built with respect for the future.

His own journey mirrors India's transformation—from villages to smart cities, from aspiration to achievement. As infrastructure development accelerates, cement has evolved from a basic commodity into a value-driven product where quality, service, innovation, and sustainability define success. Throughout this evolution, Ravinder has remained grounded in the values of humility, discipline, and continuous improvement. He also emphasises the importance of personal well-being, maintaining balance through fitness, friendships, and family.

Among his greatest sources of strength is his wife, Sandhya. Ravinder often acknowledges that while he built his professional career, she built the foundation at home. Her unwavering support, quiet resilience, and dedication to raising their children allowed him to pursue opportunities with confidence. He considers every milestone they achieved to be a shared accomplishment.

His inspirations include respected business leaders like Ratan Tata and the Birla family, admired for combining ambition with integrity. Yet Ravinder believes his greatest achievement is not measured by production capacity or market share, but by creating a brand people trust—a brand relied upon for homes, schools, bridges, and businesses across the country.

Like every enduring structure, that trust has been built carefully, consistently, and with an uncompromising commitment to excellence.

As architect Frank Lloyd Wright observed, "The longer I live, the more beautiful life becomes." For Ravinder Reddy, that beauty is reflected in every community strengthened through reliable infrastructure and every dream built on a foundation of trust.

His journey demonstrates that the strongest foundations are not made of cement alone. They are built with vision, integrity, innovation, and perseverance. As he says, "Infrastructure is only beginning. There is so much more to build—for our cities, our highways, and for generations to come."

For a man who has spent a lifetime building foundations, the future remains his most exciting project.

The Woman Behind Margadarsi's *Rise*

“Finance, they say, is a man’s world. But anyone who has observed Indian households closely knows a quiet truth: women often wield the real power over money. From the secret savings in rice boxes to managing the family’s monthly budget, women have proved, time and again, that financial acumen is not a gendered skill. Among these trailblazers stands Sailaja Kiron, the Managing Director of Margadarsi Chit Fund - a woman who, for over three decades, has turned a modest enterprise into a powerhouse nearing a turnover of fifteen thousand crores.”

Sailaja Kiron Ch

Managing Director

Born into a family where enterprise was a way of life, Sailaja grew up amidst the clatter of poultry farms and the hum of business offices. Her father, a veterinary doctor and hatchery entrepreneur, instilled in her a zeal for business that would shape her future. From visiting the office as a young girl to learning the intricacies of accounts and finance, she developed an early sense of purpose. "I knew I had to run my father's business one day," she recalls, reflecting on those formative years.

Marriage brought Sailaja into a family with diverse business interests, including media and finance. Unlike the traditional path of soft roles, she stepped directly into the challenging world of Margadarsi Chit Fund. Initially apprehensive about dealing with numbers, her determination outweighed her doubts. By 1995, she took full charge of the business, setting an ambitious goal: to grow Margadarsi from a Rs.500-crore turnover to a ten-thousand-crore enterprise. Today, her vision has surpassed even that lofty target, bringing the company close to fifteen thousand crore.

Sailaja's approach was methodical. She observed, learned, and planned, understanding that Margadarsi's strength lay not just in its legacy but in its goodwill - a reputation built over decades. With 14 branches in Andhra Pradesh at the start, she envisioned a wider network. Expansion followed, first across the state, then to Telangana, Tamil Nadu, and Karnataka. Today, Margadarsi boasts of 124 branches, with more in the pipeline. "We are custodians of the fund, not owners. Every rupee must be repaid to those who entrusted us," she emphasizes, underscoring the trust that defines the business.

Trust, indeed, has been central to Margadarsi's success. In an era when small, unorganized chit fund operations were prone to disappearance and fraud, Sailaja built a disciplined, customer-focused enterprise. Payment timelines, documentation, and strict recovery practices created a reputation of reliability. "We have paid chits in as little as three days during emergencies. People see us as safer than banks," she notes.

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Yet, business was not without its challenges. The rise of personal loans, banking freebies, and evolving financial products demanded adaptability. Sailaja steered Margadarsi through these changes, expanding the company's offerings to meet personal financial needs - weddings, homes, and other milestones - while maintaining the discipline and repayment structure intrinsic to chit funds.

Sailaja's journey was not confined to finance. She also played a pivotal role in Kalanjali, a brand celebrating India's artisans and textiles, and in the launch of Brisah, a product ahead of its time. Her passion, attention to detail, and operational rigour transformed these ventures, even when faced with market pressures or eventual scale-backs. Each endeavour bore her signature: commitment, quality, and a vision that balanced tradition with innovation.

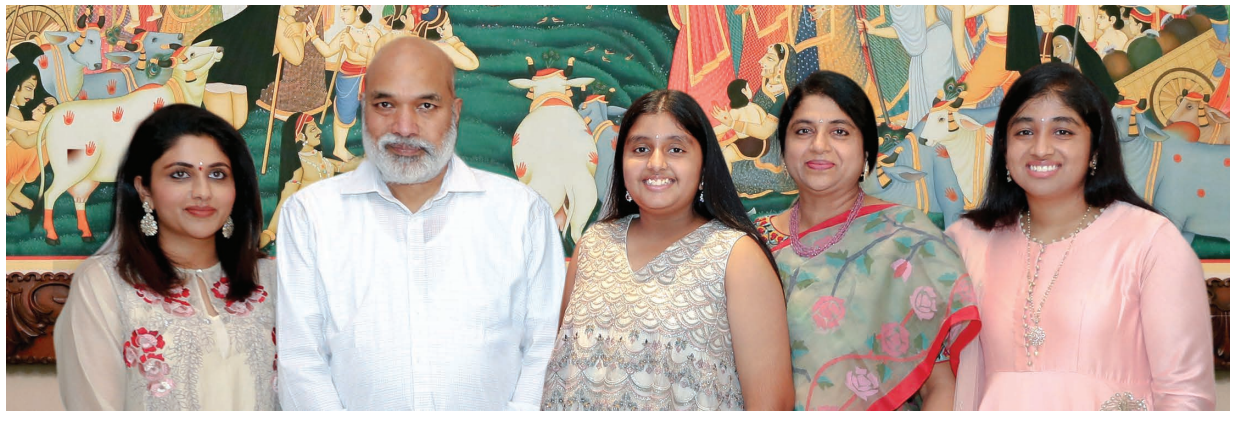
The path, however, was not without turbulence. Political crossfires and legal challenges tested her resilience. "When a criminal case was booked against us, it was shocking. But justice prevailed," she recounts, her composure is a testament to her principles. Guided by her father-in-law Ramoji Rao's wisdom, she approached crises as learning opportunities, ensuring that her priorities - Margadarsi and the trust of its subscribers - remained paramount.

Behind Sailaja's public triumphs lies a strong personal support system. Her husband, Kiron, and their three daughters have been her anchors. Her daughters, inspired by her example, are now carving their own paths. Sahari, is steering Priya in food entrepreneurship, Brihathi, is into digital media, and the youngest Divija is pursuing film studies. The family, united by values of discipline and commitment, reflects Sailaja's philosophy: that enterprise and family can coexist when approached with clarity and care.

Looking back, Sailaja admits that she might have missed moments of leisure and family time in her first three decades of relentless work. Yet, she also recognizes that the experiences, the challenges, and the successes shaped her into a leader who could navigate complexities with courage and grace. Her journey underscores a larger lesson for aspiring women entrepreneurs: vision, perseverance, and adaptability are the true hallmarks of success.

As the story of Margadarsi continues, one truth remains unshaken: Sailaja Kiron exemplifies what it means to walk the talk. From a small operation in Andhra Pradesh to a multi-state powerhouse, she has not only expanded a business but has also redefined what women can achieve in the world of finance. Behind her accomplishments stand her supportive family, her unwavering principles, and a deep-seated belief in trust and integrity - elements that will guide Margadarsi and her other ventures into the next generation.

In her own words, retirement is not part of her vocabulary. For Sailaja, life is about scaling new heights, mentoring the next generation, and creating a legacy that blends business acumen with human values. Her story, rich with lessons, inspires not only women but anyone who seeks to turn vision into reality, proving that ambition, guided by ethics and perseverance, can indeed shape the future.



Healing a Nation Through Vision, Compassion, and Innovation

“From the very beginning, the story of Apollo Hospitals has been rooted in conviction - a belief that India deserved healthcare that matched the very best in the world. At the heart of that extraordinary journey stands Sangita Reddy, whose leadership continues to shape the evolution of one of India’s most transformative healthcare institutions.”

Dr. Sangita Reddy
Joint Managing Director

For Sangita Reddy, the foundation was laid early through education, discipline, and an understanding that healthcare extends far beyond medicine alone. Armed with a degree in Nutrition and Dietetics from Women's Christian College, followed by postgraduate studies in Hospital Administration and specialised training in the United States, her journey began with a desire to understand healthcare as a complete ecosystem — one that required compassion, efficiency, and human connection in equal measure.

Joining Apollo Hospitals in 1983 as a Management Trainee was not simply the start of a career; it was an immersion into a dream still in the making. Apollo itself was young, ambitious, and operating in uncharted territory. Those formative years offered Sangita Reddy exposure to every layer of hospital operations — patient care, systems management, and the realities of institution-building in a country where organised private healthcare barely existed.

Working closely alongside founder Dr. Prathap C. Reddy soon became a defining experience. As Executive Assistant to her father, she witnessed first-hand the relentless determination required to transform a bold idea into a trusted institution. It was a period shaped by constant learning, strategic thinking, and the pursuit of standards that were considered almost impossible for India at the time.

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Dr. Prathap C. Reddy's own journey had begun decades earlier in the United States, where he pursued advanced training in cardiology. His fellowship at Massachusetts General Hospital and later leadership roles in clinical and research work at the Missouri State Chest Hospital exposed him to healthcare systems built on precision, innovation, and patient-centred excellence.

Yet it was during those years abroad that a far larger purpose began to take shape.

He saw the painful contrast between the advanced medical care available in the West and the limited access faced by patients back home in India. Too often, survival depended not on medical possibility, but on the ability to travel overseas for treatment. For countless families, that option simply did not exist.

That reality stayed with him.

Returning to India in the early 1970s meant walking away from a successful international career to pursue something far more ambitious: the creation of India's first world-class private sector hospital. When Apollo Hospitals was founded in 1983, Dr. Reddy was 50 years old — an age when many choose stability over risk. But this decision was never driven by ambition alone. It was driven by responsibility.

At the time, private healthcare as an organised sector was virtually unheard of in India. There was no roadmap, no institutional framework, and little confidence from regulators or financial institutions. Advanced medical equipment required endless approvals. Convincing doctors to join an untested institution demanded immense trust. Every process, protocol, and standard had to be built from scratch.

Yet through every challenge, one principle remained unwavering: patients deserved better.

For Sangita Reddy, witnessing those early struggles shaped her understanding of leadership. The emotional weight of those years left a lasting impression on the family. There were long hours, uncertainty, and extraordinary personal sacrifice. But there was also remarkable resilience. Dr. Reddy's leadership style combined uncompromising standards with quiet example. He challenged assumptions, demanded excellence, and refused shortcuts — especially where ethics and patient care were concerned.

More importantly, he led not through words alone, but through action.

That culture of discipline, integrity, and compassion would become the defining ethos of Apollo Hospitals — a legacy Sangita Reddy and her sisters continue to carry forward today.

As healthcare evolved, Sangita Reddy emerged as one of the strongest advocates for integrating technology into healthcare delivery. One of the most forward-thinking initiatives of its time was Apollo Health Street, widely regarded as her brainchild. Launched in the early 2000s, long before digital health became mainstream, the initiative explored how technology, remote services, and process innovation could strengthen healthcare delivery beyond the walls of hospitals.

At a time when digital adoption remained limited, the concept was far ahead of the ecosystem's readiness. Yet the lessons learned through Apollo Health Street would later help shape Apollo's broader digital transformation journey — one that now includes telemedicine, AI-enabled diagnostics, integrated health platforms, and omni-channel care systems.

The same philosophy guided the creation of Apollo Clinics, an initiative championed by Sangita Reddy to bring structure, consistency, and quality to primary healthcare. The belief was simple yet transformative: healthcare should begin within communities, not only inside hospitals. By creating trusted neighbourhood centres for preventive care, diagnostics, and specialist consultations, Apollo Clinics helped redefine outpatient care in India.

Today, Sangita Reddy is widely recognised as the technology and digital transformation face of Apollo Hospitals. Under her leadership, artificial intelligence, predictive diagnostics, digital platforms, and integrated health ecosystems are reshaping how care is delivered across the continuum. From AI-driven cardiovascular risk detection to smart clinical intelligence systems and preventive health platforms, Apollo is working toward a future where healthcare becomes increasingly proactive, personalised, and accessible.

Yet despite the scale of innovation, the philosophy remains deeply human.

Technology, in Apollo's vision, is not a replacement for doctors or caregivers. It is a force multiplier — one that allows healthcare professionals to focus more meaningfully on the patient experience while improving outcomes at scale.

Looking ahead, Sangita Reddy envisions a future where Apollo Hospitals helps position India as a global healthcare destination under the vision of 'Heal in India.' The ambition extends beyond infrastructure and expansion. It is about building an integrated healthcare ecosystem that combines clinical excellence, digital capability, preventive care, and compassionate service.

At its core, the Apollo story has always been about belief — belief in India's potential, belief in the power of innovation, and belief that healthcare, above all else, must uphold human dignity.

More than four decades after its founding, that belief continues to shape not just an institution, but the future of healthcare itself.

Building Hospitals, Building *Hope*

> “It is not unusual to find doctors at the helm of hospitals, or even leading sprawling healthcare chains. But here is a man who stands apart - a man who once dreamt of becoming a doctor, did not become one, and yet went on to create hospitals that today serve thousands.”

Dr. Sridhar Peddireddy

Founder & CEO

This is the story of **Sridhar Peddireddy**, an entrepreneur who has redefined healthcare in India, driven by the belief that quality medical care, delivered with compassion, can transform lives.

The Doctor Who Never Was

Born in Hyderabad in 1973, young Sridhar grew up like many children of his time—with dreams shaped by parents, teachers, and the society around him. He wanted to be a doctor. But in an era when becoming a doctor was thought possible only for children who could sit still and study ten hours a day, his passion for sports became a stumbling block. "I was always among the top three in class," he recalls, "but my evenings were for cricket and games on the streets. That didn't match my father's idea of a doctor's discipline."

The dream slipped away, leaving a quiet hurt. Yet destiny had other plans. If not with a stethoscope, Sridhar would touch lives with hospitals.

Choosing a Different Path

Hyderabad remained his home through schooling and college, except for a brief but eye-opening stint at the Wharton School in the United States, where he studied healthcare management. By then, his vision was clear. If he could not heal patients with his own hands, he would create institutions where doctors could, supported by the best infrastructure, systems, and care.

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His career began humbly at Nizam's Institute of Medical Sciences (NIMS), where he became the first non-doctor to work in the administrative department. The legendary radiologist Dr. Kakarla Subba Rao mentored him. But within months, Sridhar realized he wanted more. He sought grassroots experience, joining the Institute of Health Systems, where Dr. Prashant Mahapatra became another guiding light. From evaluating rural hospitals to studying the divide between public and private care, these early years gave him rare insights into how healthcare truly functioned in India.

Learning from the Ground Up

Sridhar's philosophy was simple: learn before leading. He spent years working on projects like Velugu, a state initiative to strengthen rural healthcare. Travelling across districts, working alongside visionary IAS officers, he absorbed lessons that would later help him design hospitals not just as buildings but as systems—where infrastructure, doctors, and community needs converged.

When the time came to step into mainstream hospital administration, he joined Indo-American Cancer Institute in Hyderabad. At the time, oncology was an underserved specialty in the region. Together with a team of doctors, he expanded the hospital from a modest 100-bed facility into a 500-bed cancer care powerhouse, introducing cutting-edge technologies and services previously unavailable in the state.

Omega: The Birth of a Brand

But Sridhar's entrepreneurial spirit was restless. In 2010, he helped noted oncologist Dr. Mohan Vamsi to start Omega Hospitals, with Sridhar as its founding CEO. In less than a decade. Omega grew into India's second-largest oncology brand, pioneering advanced cancer care and giving thousands of patients hope closer to home.

Yet success was not enough. "I always felt earning and service should go hand in hand," he explains. For him, oncology was not just a business—it was a mission to serve in a space where the need was vast, and the options few.

Beyond Cancer: New Frontiers

While Omega thrived, Sridhar also supported other ventures. He helped establish the City Neuro Center, bringing quality neurological care to Hyderabad. His role was often that of a catalyst—identifying gaps, building teams, raising funds, and creating systems where clinicians could focus on patients while he managed the rest.

But after years of helping others' dreams flourish, he longed to build something entirely his own.

Renova: A Dream Realized

In 2018, Sridhar launched **Renova Hospitals**—a brand that reflected his personal philosophy of healthcare. Starting with small multi-specialty units, he eventually returned to his first love: Oncology. Unlike big corporate hospitals that cluster in metros, Renova's vision was different. Sridhar chose Tier-II and Tier-III cities, believing that quality cancer care should not be the privilege of big cities alone.

Warangal, Jaipur, Alwar, Prayagraj, Ranchi—these are the places where Renova is now making a mark. For countless families who once had to travel hundreds of kilometers for treatment, these hospitals are a lifeline.

Philosophy and Legacy

At heart, Sridhar remains a builder—not just of hospitals, but of people. His model ensures doctors are co-owners of the centers, giving them a sense of responsibility and permanence. "Doctors are the front-runners," he says. "We only provide infrastructure and support." This sense of partnership ensures quality care, even in smaller towns.

His ambitions remain vast. With 15 years of work still ahead of him, he dreams of building at least 50 hospitals across India. Not for personal glory, but to prove that sustainable, high-quality oncology care can thrive outside metros. "If I succeed," he says, "others will follow. And India needs not one, but ten Renovas."

Giving Back

Success, for Sridhar, is never complete without service. Through the **Sridhar Peddireddy Foundation**, he and his wife support healthcare and education in rural communities. From nutrition programs for adolescent girls to scholarships for children and temple restoration projects, the foundation reflects their commitment to giving back.

A Different Kind of Doctor

Dr. Sridhar Peddireddy never wore a white coat, never held a scalpel, never prescribed medicines. Yet through the hospitals he has built, the systems he has created, and the lives he has touched, he has earned the title of 'doctor' in its truest sense.

His story is one of resilience, vision, and a quiet determination to serve. It is the story of a man who turned disappointment into purpose, and purpose into institutions of healing. In the corridors of the hospitals he has built, patients may not know his name—but they are touched every day by his dream.

Democratising *Knowledge*-One Paper at a Time

"In an era where information is called the new gold, access to it often decides who leads and who follows. But what happens when that access itself becomes a privilege—locked behind paywalls and institutional barriers?
For Dr. Srinubabu , the answer lay in breaking those walls and creating a world where research, knowledge, and learning belong to everyone."

Dr. Srinubabu Gedela
Chief Executive Officer

PULSUS
WWW.PULSUS.COM

The journey began in the classrooms and libraries of Andhra University. As a young scholar pursuing his master's and later his Ph.D., Srinubabu often found himself standing at the edges of access. His research - on applying mathematical modelling for the early detection of diabetes - needed resources that his university couldn't afford. Journals and publications were beyond reach, available only to premier institutions like Stanford and Harvard. Determined not to give up, Srinubabu would travel all the way from Visakhapatnam to Hyderabad, just to access the literature at the Centre for Cellular and Molecular Biology(CCMB).

It was during these long journeys that the seed for Pulsus was sown. "Why should knowledge be limited to a few?" he often wondered. The realization came full circle in 2007 when Srinubabu , who had by then earned the Young Scientist Award from the Human Proteome Organisation in South Korea, decided to act on that thought. He launched the first open-access journal from India - an initiative aimed at giving scholars from developing countries free access to scientific and healthcare research.

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What began as an act of inclusion slowly turned into a global movement. Open-access publishing changed the landscape of academic research. It dismantled silos, bridged continents, and democratised knowledge. Years later, the initiative would be recognised internationally - Professor Robert Williams from the UK even listed it among the 150 inventions that changed the world and created prosperity.

From one journal, the network grew into a global publishing powerhouse. Today, Pulsus Group operates nearly 1,400 journals and organises over 1,000 conferences annually across 40 countries. Eighty percent of its publications focus on medical sciences, while others explore business, agriculture, and technology. What unites them all is credibility - each piece of research undergoes rigorous peer review, ensuring authenticity in an age of information overload.

The transformation hasn't just been in publishing. Under Srinubabu 's leadership, Pulsus became a vital bridge between researchers and practitioners through its global conferences. From healthcare summits in London to tech conclaves in Hyderabad, these events provide a stage for doctors, scientists, and innovators to share their breakthroughs. Srinubabu also played a significant role during India's G20 Presidency in 2023, helping promote India's technological and economic strengths to the world.

Technology has always been Srinubabu's ally. What once required thousands of employees now happens through the power of artificial intelligence. "Earlier, replying to a research query could take 20 minutes. Now, with AI, it happens in seconds," he smiles. Efficiency has multiplied; so has reach. Pulsus' massive database - over 20 million published articles and 200 million pages - feeds the world's AI engines, shaping the very tools that are redefining modern learning.

But Srinubabu's vision stretches beyond the digital divide - it reaches into the linguistic one. A strong believer in learning through one's mother tongue, he recalls his own challenges as a Telugu-medium student navigating English academia. "Language should never be a barrier to knowledge," he asserts. That belief powers Pulsus' translation initiative, which aims to make scientific, medical, and agricultural research available in local languages - beginning with Hindi and Telugu.

Through machine translation verified by original authors and editors, Pulsus ensures that authenticity remains intact. The result? A revolution where a farmer in Warangal or a medical student in Patna can access cutting-edge research in their native tongue. "When people understand in their own language, they can apply it better. That's how nations build skill," says Srinubabu, emphasising that even technology must serve inclusivity.

Srinubabu's vision extends to transforming education itself. In alignment with India's National Education Policy, Pulsus is collaborating with institutions to make textbooks and research content available in regional languages and interactive formats. Animated e-books, video-based learning, and AI-assisted lectures could soon make complex subjects accessible to millions. "Learning should not just inform - it should inspire," Srinubabu says with quiet conviction.

As the lines between print and digital blur, Pulsus is already exploring the next frontier: video research publications. Using AI-generated visuals and author-verified scripts, research findings can soon be watched like documentaries. For a generation that prefers screens over pages, it's the perfect evolution of learning.

For Srinubabu, though, the mission is not just technological - it's deeply human. He dreams of a world where every learner, doctor, scientist, or student has the same right to information, no matter where they live or what language they speak. "Research is today's experiment, but tomorrow's reference," he says. "Its credibility must endure for centuries."

Even after 17 years, Srinubabu remains restless with ideas. "Others may imitate," he says, "but credibility cannot be copied." And indeed, Pulsus has built its legacy on credibility—one that commands the trust of millions of scientists worldwide. Half of the world's research community, by his estimates, has either published or presented through Pulsus' platforms.

As the world rushes into an AI-driven future, Srinubabu stands at the intersection of science, technology, and humanity - ensuring that the knowledge powering tomorrow is free, authentic, and universal.

In a world drowning in data, he reminds us of one timeless truth: real knowledge is not in possession, but in sharing.

Beyond the Blueprint: A *Builder's* Journey Through Hyderabad's Transformation

> “In the ever-expanding story of Hyderabad, where ancient minarets stand beside mirrored glass towers, few industries have shaped the city’s destiny as profoundly as real estate. Roads stretch farther each year, skylines rise where rocky terrain once dominated the horizon, and neighbourhoods that were once distant outposts now pulse with life. At the centre of this transformation are visionaries who saw possibility in open land and built futures upon it.”

Subba Reddy B

Chairman & Managing Director

Among them is Subba Reddy, the Chairman and Managing Director of the Vamsiram Group - a name that has become synonymous with Hyderabad's evolving urban landscape.

His story begins far away from the glittering towers of the Financial District, in the quiet village of Parlapalle near Nellore. Raised amidst modest surroundings, he pursued his education in Vidavalur, a small town a few kilometres away. Like many first-generation entrepreneurs, his early lessons came not from business schools but from experience. In 1988, carrying ambition and determination, he arrived in Hyderabad — a city then very different from the bustling metropolis it is today.

He spent a decade learning the trade under the guidance of his uncle before taking the bold step of venturing out independently. That decision would eventually lead to the creation of Vamsiram Builders, a company that would go on to shape some of Hyderabad's most recognisable residential and commercial spaces.

Over the years, the company completed close to a hundred projects spanning housing, IT parks, villas, and commercial developments. Yet, despite decades in the industry, Subba Reddy still speaks with the enthusiasm of a man building his very first project. His eyes light up while discussing what he calls his "dream venture" — an ambitious luxury development unlike anything Hyderabad has seen before.

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For him, real estate has always mirrored the aspirations of society. In the early days, Hyderabad was a city of independent homes and modest apartment blocks with twenty or thirty flats. The western corridor of the city barely featured in conversations about growth. Areas like Secunderabad, Patancheru, Jeedimetla, and Balanagar were the primary centres of activity.

Then came the IT revolution.

The emergence of HITEC City changed Hyderabad forever. What was once peripheral land transformed into India's technology frontier. As global companies arrived, so did a new generation of professionals with larger ambitions and rising incomes. The city expanded in every direction - from Dilsukhnagar and Uppal to Nagole, Hayathnagar, and Shamirpet.

Alongside this physical growth came a dramatic cultural shift. Homebuyers no longer wanted just apartments; they wanted lifestyles. Gated communities, sports facilities, rooftop amenities, clubhouses, wellness centres, and integrated retail spaces became the new benchmarks of urban living.

Subba Reddy believes affordability remains a challenge, especially in western Hyderabad where soaring demand has pushed prices beyond the reach of many middle-income buyers. Yet he also points out that rising salaries, economic growth, and India's expanding GDP have changed the scale of aspiration itself.

At the same time, he recognizes that rapid growth brings its own set of challenges. In an increasingly competitive market, he believes that sustained success depends less on quick wins and more on delivering quality, consistency, and lasting value.

"Quality," he implies through his philosophy, "cannot be discounted."

This commitment to consistency has allowed Vamsiram to retain customer trust even during periods of market correction and oversupply. While some sectors have slowed, Hyderabad's commercial real estate market continues to surge ahead. Massive IT campuses and Global Capability Centres now define the city's economic engine.

From the iconic Cyber Towers era to sprawling campuses in Gachibowli and the Financial District, Hyderabad's office landscape has evolved dramatically. Leasing volumes that once measured around one million square feet annually have multiplied many times over. Today's global corporations seek more than office space — they demand ecosystems. Food courts, fitness centres, retail promenades, landscaped walkways, and "walk-to-work" environments are no longer luxuries but necessities.

Subba Reddy's vision aligns perfectly with this transition.

One of the company's most ambitious undertakings is **Manhattan by Vamsiram** at Khajaguda, near Oakridge International School. The development represents a bold statement about Hyderabad's global ambitions. Featuring expansive residences, the project blends luxury with international design sensibilities.

Its podium-style architecture, rooftop swimming pools, vast green spaces, and vehicle-free zones draw inspiration from developments in Dubai and other global cities. The project is envisioned not merely as a residential complex, but as a self-contained urban experience.

Yet amid the excitement of vertical growth, Subba Reddy remains deeply aware of the challenges facing Hyderabad. Infrastructure, he notes, cannot stop at flyovers and roads alone. Water pipelines, drainage systems, radial roads, and integrated transport planning are equally critical for sustainable expansion.

He advocates greater use of public transportation and carpooling, recognising that the city adds thousands of vehicles every single day. Unlike land-constrained Mumbai, Hyderabad still possesses the advantage of space — but how that space is managed will determine the city's future quality of life.

What stands out most in his reflections is his faith in continuity. He credits successive governments in Telangana for maintaining stable policies, regardless of political transitions. In an industry where uncertainty can stall growth, this consistency has provided confidence to developers and investors alike.

Throughout this remarkable journey, one constant source of strength has been his wife, **Jyothi Reddy**. From the inception of the company, she has stood by his side, offering unwavering support through every challenge, milestone, and phase of growth.

Today, as Vamsiram expands into cities like Bengaluru and Tirupati, and looks ahead to future opportunities in Amaravati, Subba Reddy also prepares for another transition — one within his own family.

His daughter, Sohini having joined the business after completing her studies in Singapore, represents the next generation of leadership. Though initially hesitant about introducing her to the demanding world of construction, he now speaks proudly of her ability to navigate the complexities of the profession. He hopes that once she completes her MBA, she will take the company forward while he steps back from day-to-day responsibilities.

For a man who arrived in Hyderabad with little more than determination in 1988, the journey has come full circle.

And in many ways, his story is also the story of Hyderabad itself — ambitious, resilient, expanding endlessly toward the horizon.

The man behind Dodla *Dairy*

“Milk—a seemingly simple staple-is often taken for granted today. Yet, not so long ago, even a glass of fresh milk was a luxury in many Indian households. Powdered milk imported from the United States was the norm, queues were common, and fresh milk was a precious commodity. ”

Sunil Reddy D

Managing Director

It was Dr. Verghese Kurien's legendary "Operation Flood" that revolutionized India's dairy industry, laying the foundation for a cooperative movement that would eventually spawn a thriving private sector. Among these private enterprises, Dodla Dairy stands out, led by its visionary Managing Director, Sunil Reddy.

Born in the village of Mohomadapuram, about twenty kilometers from Nellore, Sunil Reddy's roots are firmly tied to agriculture. His family had deep ties to the region, with his grandfather moving from the village to the town of Nellore and his parents dedicating themselves to education and social welfare. "Our family has always believed in giving back to society," Sunil recalls. His grandparents and parents built schools, a women's college, and a government hospital in Nellore - a legacy of service that would inspire his own entrepreneurial journey.

Educated in Chennai and later at the Manipal Institute of Technology, Sunil began with small ventures, experimenting with industrial fabrics, mushroom cultivation, and even exporting mangoes to Singapore. But it was in 1996 that he found his calling. Establishing Dodla Dairy, he began commercial operations in April 1998, starting with a 75,000-liter-per-day plant in Nellore.

At the time, the challenges were immense. Procuring milk from local farmers was no small feat. Cooperatives dominated the market, and state-run undertakings were the norm. But Sunil leveraged both his family's legacy and a committed team, including CEO BVK Reddy, to establish trust and credibility with farmers. The Dodla name became synonymous not just with quality milk but also with fairness and community support.

The company's growth has been methodical and disciplined. "We never chased overnight success," Sunil reflects. Year after year, Dodla reinvested profits, acquired new facilities, and expanded its reach. Today, the brand operates across four southern states, Maharashtra, and Goa, with products sold pan-India. Beyond India, Dodla has ventured into Africa, establishing units in Uganda and Kenya, applying the same technology and operational expertise honed in India to ensure quality and efficiency.

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One of the most fascinating aspects of Dodla's success is the blend of technology and logistics behind the seemingly simple product of milk. While many envision dairy as farms and cows, Sunil emphasizes that the industry is, in essence, a high-tech enterprise. "From village-level collection centres to processing, packaging, and distribution, the logistics and technology involved are immense," he notes. In the private sector, unlike cooperatives, profitability requires balancing the needs of both farmers and investors, a challenge that Dodla has navigated with transparency and fairness.

Dodla Dairy has also evolved to meet changing consumer choices. Value-added products like paneer, curd, and ghee are now commonplace, reflecting the country's growing appetite for convenience and quality. Even lower-income households, once reliant on local tea-shop milk, now purchase packaged milk and curd. Sunil highlights the importance of efficiency: "It takes 31 liters of milk to make one liter of ghee, but the remaining milk is not wasted - it becomes buttermilk and other products, maximising utility and minimising loss."

Sunil's philosophy extends to every aspect of the business. From home delivery networks to village-level milk societies, the emphasis has always been on fairness, consistency, and quality. With technology enabling online payments and monitoring quality, private dairies like Dodla can now operate with the same efficiency as cooperatives, without government subsidies.

Looking ahead, Sunil is cautious but optimistic. Africa represents a new frontier, where the challenges resemble those India faced decades ago. Dodla's knowledge of dairy operations gives it an edge, allowing the company to produce high-quality, palatable products for local consumers. Expansion is deliberate, mindful of local risks, currencies, and regulatory environments.

Throughout his journey, Sunil has remained grounded. He values legacy over quick gains, emphasising the importance of building a company that can operate independently of any single individual. He advises young entrepreneurs to clearly define personal and professional goals, focus on creating sustainable businesses, and respect the value of both tangible and intangible assets, like brand reputation.

Reflecting on more than three decades in the dairy industry, Sunil Reddy's story is one of vision, perseverance, and integrity. From the fields of Nellore to plants spanning continents, he has transformed milk into a symbol of progress, quality, and social responsibility. Behind every glass of Dodla milk lies not just dairy, but decades of dedication, innovation, and a commitment to people - farmers, consumers, and employees alike.

Milk is milk, perhaps. But Dodla Dairy reminds us that there is so much more behind it - and in front of it too.

Giving the Gift of *Hearing*

"Hospitals are often seen as places of treatment, where doctors and patients meet amid the urgency of care. Rarely do they become arenas for reflection and storytelling - but for Sunitha G Kumar, Chairperson and Managing Director of MAA Hospitals, the hospital is as much about human connection as it is about medicine. Her journey is one of passion, resilience, and a steadfast commitment to transforming lives - one patient at a time."

Dr. Sunitha G Kumar

Chairperson & Managing Director

Born and raised in Hyderabad, Sunitha's childhood was steeped in the rich culture of the City. The daughter of an APSRTC employee and a homemaker, she grew up with two sisters in a household that valued education and grounded living. "We were just three sisters navigating life together," she recalls. "Even though I married early, I knew I wanted to work closely with medicine, to be part of something meaningful."

Her entry into the medical field was motivated mainly by her respect for the profession. "Doctors were revered, and I saw the immense impact they had on people's lives," she explains. She joined the ENT specialty - Ear, Nose, and Throat - a field often overshadowed by cardiology or neurology but one she came to champion with singular dedication. Under the mentorship of Dr. Meghanadh, she discovered the rigor and subtlety of ENT work: long surgeries, intricate procedures, and the profound responsibility of easing patients' suffering.

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From the beginning, Sunitha recognised the importance of raising the standards of ENT care. She recalls early experiences where even routine ear conditions were neglected or underestimated. Witnessing preventable deaths among ENT patients galvanised her mission. "There is so much potential in this field, and it was time ENT doctors received the respect they deserve," she says. Over the years, her tireless efforts led to thousands of surgeries, including life-changing cochlear implants that restored hearing to hundreds of children.

Cochlear implants became a cornerstone of Sunitha's work. "Hearing loss affects not just the ears, but speech, learning, and life itself," she explains. Her vision extended beyond the operating theater to address accessibility. Through the MAA Research Foundation, she provided cochlear implants, therapy, and ongoing support to children from underprivileged backgrounds. "Every child who hears for the first time is a blessing," she says. "Their joy, and the gratitude of their families, stays with me forever."

Starting the foundation was just the beginning. Sunitha realised the need for trained professionals to support cochlear implant programs, leading her to establish the MAA Institute of Speech and Hearing in 2006. The institute trains audiologists and speech therapists, ensuring the next generation is equipped to carry forward her vision. It is a labour of love, blending education, awareness, and patient care into a seamless mission.

Her concern extends beyond clinical interventions. She is acutely aware of lifestyle-induced hearing issues, particularly among the youth. "Excessive use of earbuds and Bluetooth devices can cause long-term damage," she warns. Through school programs and community outreach, she emphasises prevention, awareness, and moderation. For older adults, she highlights the importance of hearing aids in maintaining social connection and mental health. "Hearing loss is gradual, and if left unaddressed, it isolates people from society," she observes.

Despite her achievements, Sunitha remains grounded in her philosophy of life: service, compassion, and the pursuit of growth. She credits her upbringing for instilling resilience and empathy. "It's not about money or status - it's about how many lives you touch and the difference you make," she says. Her middle-class roots, imbued with discipline, hard work, and family bonding, continue to guide her approach to medicine and mentorship.

Over 25 years, Sunitha has transformed the field of ENT care in Hyderabad and beyond. With more than 40,000 surgeries, hundreds of cochlear implants, and the creation of a specialized institute, her legacy is both tangible and enduring. Yet she sees her work as ongoing. "There is so much more to do," she says. She envisions a future where hearing screenings are routine, awareness is widespread, and no child is denied the gift of sound due to financial or geographic constraints.

For Sunitha, success is measured not by accolades, but by the lives touched and the smiles restored. Her philosophy is simple yet profound: "Live the moment and stay happy. Everyone faces troubles, but whatever little you can give to others, give it. Keep doing good in society." It is this ethos that drives her every day, from conducting newborn hearing screenings to mentoring young audiologists, to advocating for preventive care among the youth.

In a world often focused on speed, profit, and prestige, Sunitha G Kumar's journey reminds us of the enduring power of compassion, dedication, and purpose. Her story is not just about medicine - it is about humanity, about seeing beyond the immediate, and about ensuring that the smallest gift - like the sound of a first word - is cherished and nurtured.

She continues to run tirelessly, guided by the blessings of patients, the support of her colleagues, and the love of her family. And in her words, there is a lesson for all of us: "Grow in life, not in wealth. Grow in impact. Grow in kindness. Grow in love."

Carrying Forward a Legacy, Building the Future of Indian *Poultry*

"There's an old question that has puzzled thinkers and scientists alike - What came first, the chicken or the egg? For Suresh Chitturi, the Vice Chairman and Managing Director of Srinivasa Farms, the answer is not just philosophical - it's deeply personal. For him, both the chicken and the egg came together, as part of a legacy born from vision, grit, and an unshakeable belief in India's potential to feed itself."

Suresh Rayudu Chitturi

Chairman & Managing Director

The story began in 1965, when his father Shri C. Jagapati Rao, a young man from East Godavari, set foot in Hyderabad with a dream that few would have dared to imagine at the time. Trained as an engineer from Jadavpur University and influenced by leftist thought, he was planning to move to Canada to start a small business. But a conversation with a relative - an IIT Kharagpur graduate who had seen the poultry revolution taking shape in the United States, changed everything.

It struck him that India, with its vast population and poor nutrition levels, needed affordable, accessible protein more than anything else. That realization became the foundation for what would soon grow into a movement. On Dussehra day in 1965, he founded Srinivasa Farms in Uppal, with just 6,000 birds - a number that seemed enormous then, at a time when poultry farming was practically unheard of in India.

Chitturi was literally born into the business. His childhood was spent amidst the gentle clucking of hens and the hum of early operations at the farm. "I was born in the Gandhi Hospital," he recalls with a smile, "but my life began on the farm." The formative years he spent there shaped his worldview - one that valued hard work, constant learning, and curiosity. While other children were glued to their books, young Suresh was pouring over his father's business files.

"My father used to get annoyed," he laughs, "He wanted me to focus on school. But I was far more fascinated by what was happening in the meetings at home - people coming together, planning, building something from scratch. That was where the real action was."

Even as a student, his curiosity extended far beyond textbooks. He was a regular at the British Library, exploring topics in business, science, and global trends. Fortune and Newsweek magazines lay on the family's coffee table at a time when most Indian homes were just discovering Doordarshan. It was this exposure to a larger world that shaped Suresh's understanding of business and responsibility - especially toward building something meaningful for society.

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From those humble beginnings, the Srinivasa Farms went on to become a cornerstone of India's poultry industry. What began as one man's vision grew into a nationwide movement that helped make India the second-largest egg producer and fourth-largest chicken producer in the world. And at the heart of this transformation was not just production and profit - but purpose.

As Suresh often says, "The egg is the most perfect food in nature — the closest thing to mother's milk." He is passionate about promoting the nutritional value of eggs and their role in improving public health. In his view, India's so-called vegetarian identity is more myth than fact - shaped by availability and economics rather than culture.

Under his leadership, the conversation has shifted - from seeing poultry merely as a business to understanding it as a national nutritional mission. Suresh believes that education and awareness are key, especially for maternal and child health. "A pregnant woman who doesn't get proper nutrition," he says, "cannot make up for that loss - not even in her child's lifetime. An egg a day can change that story."

But Suresh's vision doesn't stop at nutrition. He has an equally sharp eye on the future of the industry itself - how it must evolve, scale responsibly, and remain sustainable. He is proud that India produces the cheapest eggs in the world despite having some of the highest feed costs. Yet he warns that rapid, unregulated expansion could break the structure that sustains this balance.

For Suresh, consolidation in the industry is both natural and necessary, but not at the cost of livelihood diversity. He recalls how, when his sister got married in 1988, nearly 6,000 farmers attended the wedding - a testament to the community that Srinivasa had nurtured. By the time of his son's wedding, the number had reduced to 600, but the industry had grown four to five times larger. "It's evolution," he says. "Some moved on, some found new opportunities - that's how growth works."

His outlook on the future is pragmatic yet hopeful. He predicts that by 2047, India's poultry industry will be four to seven times its current size, driven by changing lifestyles and growing demand for convenience foods. The challenge, he believes, will be balancing that growth with quality, safety, and sustainability.

Equally vocal about policy challenges, Suresh calls for modernizing India's regulatory approach to animal health, disease control, and vaccination. "We are the vaccine capital of the world — for humans," he says pointedly, "but not for animals. That needs to change." His frustration with bureaucratic red tape is tempered by his belief that India, as a democracy, moves deliberately - to take care of everyone in the chain.

As he reflects on nearly six decades of his family's journey, Suresh Chitturi stands at the crossroads of tradition and innovation - rooted in his father's vision yet constantly reimagining the future. For him, Srinivasa Farms is not just a business; it's a legacy of service — to farmers, to consumers, and to the nation.

In a world where food systems are increasingly commercialised, Suresh remains grounded in purpose. "We've always believed in building an industry that feeds people, not just markets," he says. "And that's what will keep us going - from one generation to the next."

The *Taste* of Hyderabad

“Six Generations, One Biscuit, and the Story of Subhan Bakery the Heritage of Hyderabad.

The story of the Osmania biscuit.

To understand Hyderabad is to understand its tastes. The city is celebrated for its Biryani, for the timeless grandeur of Charminar and the silent majesty of Golconda Fort. But beyond monuments and royal recipes lies another tradition - quieter, humbler, yet equally cherished. It lives inside Hyderabad’s bakeries ovens, wrapped in paper packets carried home at dusk. It lives in the unmistakable taste of a freshly baked Osmania biscuit. ”

Syed Irfan
Managing Director

At the heart of this legacy stands Subhan Bakery, a name that six generations of Hyderabadis speak with affection and familiarity. For many, a visit to the Subhan bakery is not simply an errand; it is a ritual, a memory, an inheritance passed from great great grandparents to children over cups of tea and conversations stretching late into the evening.

The story begins long before modern Hyderabad expanded into a sprawling metropolis. It begins with a family of bakers.

"We are traditional bakers," says Mr. Syed Irfan, representing the sixth generation of a family devoted to the craft. Long before supermarkets, delivery apps, or modern packaging transformed the food industry, Irfan's ancestors were already shaping dough by hand and baking bread in the old quarters of Secunderabad. Baking was not merely a profession; it was a way of life.

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In 1948, Mr. Syed Irfan's grandfather, Syed Khader Sahib, established Subhan Bakery in a modest space in Red Hills before eventually moving to its now-iconic location near Nampally in 1951. The bakery took its name from Irfan's father, Syed Subhan Sahib, and slowly began carving a place for itself in the culinary identity of Hyderabad.

Back then, the bakery was simple. Bread and Rusk emerged from wood-fired ovens, filling the surrounding streets with the irresistible aroma of fresh baking. There were no elaborate storefronts or colorful boxes. Customers arrived carrying trust rather than expectations, and products were wrapped in plain paper or simple plastic bags. Yet what the bakery lacked in sophistication, it possessed in abundance through authenticity.

Then came the biscuits.

First the Khara biscuit. Then the Chand biscuit. And eventually, the legendary Osmania biscuit—a creation so deeply tied to Hyderabad that it feels inseparable from the city itself.

Sweet yet salted, crumbly yet rich, delicate yet unforgettable, the Osmania biscuit became more than a snack. It became an Iconic biscuit of Hyderabad's unique cultural blend—its ability to balance opposites with effortless grace. Every bakery in the city attempted to replicate it, but the original carried a taste that loyal customers swore could never truly be copied.

"The secret lies within it," Mr. Irfan says with a smile. "It holds our love. It holds the blessings of our customers."

But if the Osmania biscuit is the daily rhythm of Subhan, the Dum Ke Roat is its grand seasonal symphony. It is a creation that crowns Subhan not just as the maker of the finest Dum ke Roat in Hyderabad, but very likely the greatest to be found anywhere in the country.

Perhaps that is why the bakery survived while countless others faded with time.

Across India, family businesses often disappear after a generation or two, overtaken by modernity, changing tastes, or shifting ambitions. Yet Subhan Bakery endured. Through six generations, it adapted without surrendering its identity.

Technology changed. Hyderabad changed. Consumer habits changed.

The old wood-fired ovens gave way to modern systems capable of large-scale production. A centralized facility now supplies products across multiple branches while ensuring consistency and quality. Packaging evolved from humble wrapping paper to carefully designed food-grade boxes that stand proudly on supermarket shelves. New products - from donuts to cinnamon rolls - entered the menu, catering to younger audiences eager for global trends.

But amid all the transformation, the soul of the bakery remained untouched.

Even today, the busiest hours begin in the late afternoon, when crowds gather between 3 p.m. and 9 p.m. Tea glasses clink softly against saucers while trays of biscuits disappear almost as quickly as they arrive. High profile customers, like businessmen, political class, intellectuals, students, lawyers from all over Hyderabad, tourists from across India, office workers, and families all find themselves drawn into the same comforting ritual.

There is something profoundly democratic about a bakery in Hyderabad. Everyone belongs there.

As the city expanded outward, toward Retibowli, Toli Chowki, and beyond - Subhan Bakery expanded too. New branches emerged, followed by plans reaching even further. In 2023, the family opened a bakery in Riyadh, carrying the flavors of Hyderabad across borders and into the Gulf, where generations of expatriates longed for familiar tastes from home.

Despite international ambitions and modern branding, Syed Irfan remains deeply grounded in the philosophy that built the bakery in the first place: quality before scale, authenticity before shortcuts.

That is why the business remains family-run, without franchises. "We wouldn't want to compromise on quality and taste," he explains simply.

And perhaps that is the true essence of legacy - not preserving the past exactly as it was, but carrying its spirit faithfully into the future.

Today, the fourth generation quietly prepares to inherit this responsibility. The faces behind the counter may change, but the experience remains timeless. Customers still arrive searching for the same flavors they remember from childhood. Tourists still leave carrying boxes of biscuits alongside photographs of Hyderabad's monuments.

Because, somewhere between tradition and reinvention, between flour and memory - Subhan Bakery became more than a bakery.

It became a landmark.

And in a city where history lingers in every lane and every cup of tea, that may be the greatest achievement of all.

Building a Global Pharmaceutical Enterprise Through Science, Vision and *Perseverance*

> “Every remarkable enterprise begins with a quiet dream. For Dr. D. Srinivas Reddy, Chairman of Optimus Pharma, that dream was born not in a corporate boardroom, but in the educational town of Guntur, Andhra Pradesh. Raised in a middle-class family where discipline, education and integrity were the guiding principles, his journey reflects the power of knowledge, perseverance and purposeful leadership.”

Srinivas Reddy D

Chairman & Managing Director

His father, a government employee, believed deeply in the transformative power of education. Discipline was not merely encouraged - it was expected. Academic excellence became a way of life, and the values instilled during those formative years would later become the foundation of an entrepreneurial journey that would inspire many.

Although mathematics fascinated him as a student, the path of science eventually led him to chemistry. His curiosity for understanding molecules and their potential to improve human lives drew him towards Organic Chemistry, a field that promised not just academic exploration but real-world industrial application. With a clear vision of contributing to industry rather than academia, he pursued his Ph.D. in Organic Chemistry at Indore, where his research focused on antifungal compounds and medicinal chemistry.

The young scientist entered the pharmaceutical industry at a time when India's pharma sector was still evolving. Beginning his career as a chemist, Dr. Reddy embraced every opportunity to learn. The relatively small scale of pharmaceutical companies in those days allowed him to gain hands-on exposure across research, product development, process optimization and commercial manufacturing. Those early years became an invaluable classroom, shaping not only his technical expertise but also his understanding of business.

Working in research and development convinced him that innovation would always remain the engine of sustainable growth. He often observed that while India possessed exceptional scientific talent, investments in research were far lower than those made by developed nations. This belief—that scientific innovation deserves greater commitment—would become central to his philosophy as an entrepreneur.

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In 2004, after years of industry experience, Dr. Srinivas Reddy made the defining decision of his career. Armed with knowledge rather than wealth, he founded his own pharmaceutical company. Every rupee he had earned through years of professional work was invested into the venture. It was, as he recalls, an "all-in" decision—a leap of faith, driven by conviction rather than financial security.

The early years demanded resilience. Without a manufacturing facility, the company initially focused on research and contract development. The turning point arrived in 2006 when he acquired the struggling Surya Laboratories. The acquisition provided the manufacturing foundation that transformed a young research company into a full-fledged pharmaceutical enterprise. Rebranded as Optimus Pharma, the company embarked on an ambitious journey of growth.

Unlike many businesses that remained confined to a single segment, Optimus adopted a strategy of forward and backward integration. Beginning with intermediates, expanding into Active Pharmaceutical Ingredients (APIs), formulations and contract manufacturing, the company steadily built a comprehensive pharmaceutical ecosystem. This integrated approach not only enhanced operational efficiency but also strengthened long-term sustainability.

The COVID-19 pandemic reaffirmed the importance of strategic thinking. While global pharmaceutical supply chains were disrupted due to heavy dependence on China, Optimus had already diversified its sourcing strategy by developing alternative suppliers within India. This foresight enabled the company to navigate one of the most challenging periods in modern pharmaceutical history while continuing to serve global markets.

Over two decades, Optimus Pharma evolved into a globally respected pharmaceutical organization. International customers placed their trust in the company because of its unwavering commitment to quality, regulatory compliance, timely delivery and customer service. Every successful regulatory approval—from manufacturing licenses to USFDA, WHO-GMP and EU-GMP certifications—opened new markets and became another milestone in the company's remarkable journey.

Today, Optimus Pharma has grown into a multi-billion-rupee enterprise with revenues exceeding ₹2,900 crore and a workforce of nearly 1,500 employees, creating thousands of additional indirect livelihoods. Yet, for Dr. Reddy, the true measure of success lies not in financial performance alone but in the opportunities created for people and the impact made on global healthcare.

Despite becoming a successful entrepreneur, the scientist within him remains as passionate as ever. Research continues to occupy a special place in his heart. Innovation, patents, differentiated technologies and first-to-market products have consistently shaped Optimus' growth. His conviction is simple: companies that continue to innovate will continue to lead.

His vision extends beyond business expansion. Strategic partnerships, including significant investment from private equity, have been guided by one objective - to build a professionally managed, globally competitive and sustainable institution capable of thriving across generations. Rather than creating a family-owned legacy, Dr. Reddy has focused on creating an enduring organization driven by systems, talent and governance.

Beyond pharmaceuticals, he also established Optimus Capital, an investment platform dedicated to identifying promising businesses through disciplined research and responsible capital allocation. It reflects another dimension of his philosophy - that creating wealth is only meaningful when it is invested wisely to generate future value.

Behind every milestone stands the unwavering support of family. Dr. Reddy acknowledges the immense sacrifices made by his wife and daughter throughout his entrepreneurial journey. While business demanded much of his time, their encouragement provided the strength that enabled him to pursue his ambitions. Today, his daughter has chosen her own path within healthcare, reflecting the family's enduring commitment to improving lives through science.

Looking ahead, Dr. Srinivas Reddy believes artificial intelligence, automation and advanced biologics will redefine the pharmaceutical landscape. He sees India emerging as one of the world's foremost pharmaceutical manufacturing hubs, supported by scientific talent, innovation and growing global confidence in Indian quality standards.

His advice to young professionals is rooted in simplicity yet profound in meaning: stay focused, remain committed to continuous learning, and build expertise with patience. Opportunities, he believes, will continue to evolve for those willing to master their craft.

From the classrooms of Guntur to leading one of India's most respected pharmaceutical companies, Dr. D. Srinivas Reddy's journey is a testament to the extraordinary possibilities that emerge when scientific curiosity meets entrepreneurial courage. It is a story of resilience, innovation and purpose - one that continues to inspire the next generation of dreamers, scientists and nation-builders.

Beyond the White Coat: A Quiet Force Powering Global *Healthcare*

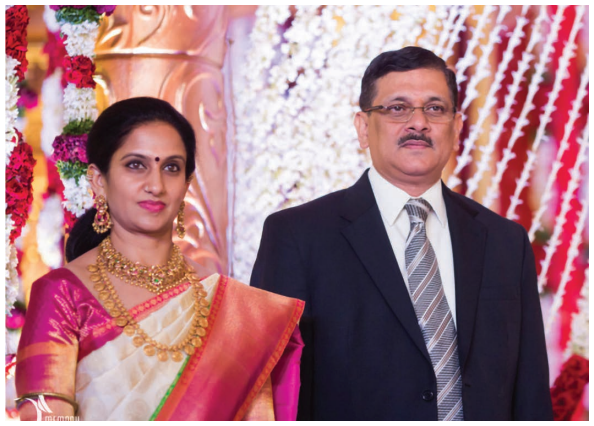
"Healthcare is often spoken about in hushed, serious tones. It is personal, complex, and deeply human. Yet behind every consultation, every diagnosis, every lifesaving intervention, there exists an invisible ecosystem that ensures the system keeps running. In a conversation that peeled back this lesser-known layer of healthcare, Vanitha Datla, Vice Chairperson of Elico Healthcare, offers a rare glimpse into a world that quietly supports hospitals and physicians across continents."

Dr. Vanitha Datla

Vice Chairperson & Managing Director

Vanitha's journey into healthcare was anything but conventional. Raised in a conservative household, her early life followed expectations that left little room for ambition outside the home. Yet inspiration lived close by. Her father, a respected surgeon, ran a nursing home from their residence. The operation theatre downstairs and life above it gave her an intimate view of medicine at work. As a teenager, she even stood beside him during surgeries, nurturing a dream of becoming a surgeon herself.

Fate, however, had other plans. Missing out on a medical seat and facing family resistance to professional education, Vanitha found herself navigating a path that was uncertain but quietly resilient. A stint in the United States proved transformative. Nearly 35 years ago, the contrast between life in India and the independence she witnessed abroad was stark. In the US, women made their own choices, lived independently, and shaped their own futures. That exposure ignited a desire for economic independence and purpose.



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On returning to India, Vanitha completed her graduation and took a step that surprised many - asking her grandfather, an industrialist with interests ranging from cement to manufacturing, for a chance to work. He placed her in a financial services company, where she spent five formative years learning discipline, systems, and the rigor of enterprise. Later, she joined her brother's cement business, working nearly a decade in an industry where gender diversity was not a concept but an exception.

In 2009, Vanitha joined the Elico Group, marking a pivotal chapter in her professional life. Elico, originally an analytical instrumentation and R&D company, had taken a bold decision nearly 25 years earlier to diversify into healthcare services - specifically medical transcription. At the time, India was just emerging as a global back office, and healthcare documentation for western markets was a nascent opportunity.

What began as transcription soon evolved into something far more complex and valuable. Elico moved steadily up the value chain into revenue cycle management (RCM), medical coding, accounts receivable, denial management, and eventually medical scribing. Over two and a half decades, while many competitors shut shop or were acquired, Elico endured. Even more telling, many of its clients remained loyal for over 20 years - a testament to quality, trust, and consistency.

The early years of healthcare outsourcing were shaped by India's unique advantage: a large English-speaking workforce capable of understanding global accents and medical terminology. Time zone differences worked in India's favour - doctors in the US dictated notes during the day, and by the next morning, completed documentation awaited them. This freed physicians to focus on patients rather than paperwork.

As electronic health records gained prominence, the industry expanded further. Medical coding became central - a precise language that translated clinical diagnoses and procedures into standardized codes understood by insurance companies. These codes determined whether a treatment would be reimbursed or denied. Certified coders, trained rigorously and examined periodically, emerged as the backbone of the system.

Revenue cycle management completed the loop. From verifying insurance at admission to ensuring hospitals were paid fairly for services rendered, RCM became critical to the financial survival of healthcare providers. For every hundred dollars billed, only a fraction was often paid upfront. Elico's role was to recover what was rightfully due - raising collections from 60 or 70 percent to as high as 85 percent through systematic follow-ups, audits, and negotiations.

As the industry matured, so did technology. Medical transcription, once predicted to die repeatedly, adapted instead. Artificial intelligence accelerated productivity, but human oversight remained essential. Scribing evolved from remote documentation to real-time transcription using smart devices, further enhancing accuracy. Today, AI scribes handle much of the workload, allowing skilled professionals to supervise multiple physicians simultaneously.

Elico anticipated this shift early. Nearly four years ago, the company began investing deeply in AI, including medical imaging annotation and advanced analytics. With talent scarce and no ready-made training ecosystem, senior leadership themselves underwent extensive upskilling. Knowledge was built internally, then cascaded down through teams - a philosophy rooted in hands-on leadership.

Elico's greatest strength lies in its people. Many senior leaders joined fresh out of college and grew with the organization into CXO roles. Even today, they remain deeply involved in operations, embodying a culture where titles matter less than understanding real-world challenges.

Despite India's growing healthcare ambitions, Elico's clientele remains predominantly international. Ironically, Indian hospitals often prefer overseas partners, while North American and European clients rely heavily on Indian expertise through trust and referrals.

Looking ahead, Vanitha remains pragmatic yet optimistic. The global healthcare landscape is shifting, geopolitics are evolving, and traditional powers are being challenged. In this churn lies opportunity - for agile, innovative companies and for India itself. Sustainability, adaptability, and continuous learning will define who survives.

As Charles Darwin observed, it is not the strongest who survive, but those most adaptable to change. Elico Healthcare's story is a living embodiment of that idea - a quiet force behind global healthcare, ensuring that when patients heal and return home, the system behind them remains strong, seamless, and sustainable.

Building *Experiences* that Enrich Lives

> “Beyond the bustling highways of Hyderabad lies a world where imagination has been given an address. A world where grand palaces rise beside bustling city streets, where gardens bloom beside cinematic sets, and where every pathway whispers stories of vision, resilience, and dreams built brick by brick. This is Ramoji Film City — not merely the world’s largest film city, but a living legacy shaped by the extraordinary vision of Ramoji Rao, and carried forward with quiet strength by Vijayeswari Cherukuri.”

Vijayeswari Ch
Managing Director

For Vijayeswari Cherukuri, leadership was never about occupying a position. It was about nurturing institutions that outlive individuals. Rooted deeply in values of discipline, consistency, and long-term thinking, her journey through hospitality, tourism, entertainment, and business leadership reflects the spirit of a woman who learned to see organizations not as businesses, but as ecosystems of people, experiences, and emotions.

Stepping into the expansive world of the Ramoji Group was both an opportunity and a responsibility. Under the towering influence of Ramoji Rao, whose entrepreneurial brilliance transformed industries ranging from media and entertainment to finance and hospitality, Vijayeswari found herself immersed in a culture where excellence was not an aspiration — it was a standard.

"His spirit still walks around this property," she says softly about Ramoji Film City. And indeed, one feels it everywhere. In the sweeping boulevards lined with cinematic facades, in the immaculate gardens, in the laughter of families exploring the destination, and in the hum of film crews creating stories for the silver screen.

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Hospitality, she believes, is one of the few industries where business meets emotion. A hotel is not simply a building, nor is tourism merely about destinations. They are about memories. About how people feel long after they leave. This philosophy became the foundation of her leadership journey, first through Dolphin Hotel and later through the colossal universe of Ramoji Film City itself.

In the coastal city of Visakhapatnam, Dolphin Hotel emerged decades ago as a pioneer. At a time when the city's hospitality landscape was still finding its identity, the hotel became synonymous with warmth, elegance, and trust. Under Vijayeswari's stewardship, the property evolved into more than a landmark; it became an institution woven into the cultural fabric of the city.

Her strategy was deceptively simple: quality, consistency, and customer delight. In hospitality, she says, delight cannot exist without efficiency, and consistency is what transforms first-time guests into lifelong patrons. That philosophy would eventually bring national recognition to Cascade, the hotel's celebrated restaurant, acclaimed for its culinary excellence and unforgettable guest experience.

Yet, if Dolphin Hotel represented refinement and intimacy, Ramoji Film City represented ambition on an entirely different scale.

Spread across thousands of acres, the destination redefined the very idea of tourism in India. Long before experiential travel became a global trend, Ramoji Film City seamlessly blended filmmaking, entertainment, hospitality, wellness, and leisure into one immersive universe. Visitors did not simply enter a tourist attraction; they stepped into a story.

Every corner of the film city reflects a commitment to reinvention. Seasonal carnivals transform the landscape into festivals of colour and celebration. Thematic attractions create worlds within worlds. New cine-based experiences such as "Mayalok" invite guests to interact with fantasy and imagination in ways that feel magical and modern at once.

This relentless innovation is intentional. Today's traveller seeks more than luxury — they seek emotion, engagement, and transformation. Vijayeswari understands that audiences return only when every visit offers something new to discover. Under her leadership, the film city continues to evolve, adapting to changing tastes while remaining rooted in its cinematic soul.

Behind the grandeur, however, lies a deeply human philosophy of leadership.

For Vijayeswari, successful organisations are built by empowered teams. Leadership, she believes, is not about authority but accountability. People perform best when they feel ownership over outcomes, when innovation is encouraged, and when excellence is recognised. In an increasingly competitive world, adaptability and empathy have become just as important as strategy and vision.

As one of India's prominent women leaders in hospitality and tourism, her journey has also been one of resilience. Navigating traditionally male-dominated business environments required determination, especially during moments of crisis. The COVID-19 pandemic, which severely impacted tourism and hospitality across the world, tested even the strongest institutions. Yet the Ramoji Group endured through resilience, planning, and collective strength.

She often credits her family as her greatest support system. "Behind every successful woman," she reflects, "stands the entire family." It is a sentiment that reveals the grounded humility behind her leadership style.

Among the women she admires most is Sudha Murty, whose simplicity, humility, and clarity of thought continue to inspire millions. Like Sudha Murty, she believes true leadership is not loud; it is steady, purposeful, and enduring.

Today, her gaze is firmly fixed on the future. As India emerges as a global destination for experiential travel and content creation, she envisions Ramoji Film City becoming an even stronger international brand. The rise of the 'orange economy' — driven by creativity, media, and entertainment — presents extraordinary opportunities. Through global collaborations, international film partnerships, and immersive tourism experiences, the destination is preparing to welcome the world.

And perhaps that is the most remarkable part of the story. Ramoji Film City is no longer simply a landmark in Hyderabad. It has become an emotion, a memory shared across generations, and a symbol of Indian imagination on a global stage.

For Vijayeswari Cherukuri, the journey continues — a journey of overcoming challenges, creating opportunities, and building experiences that enrich lives. In every avenue of Ramoji Film City, in every guest welcomed at Dolphin Hotel, and in every dream nurtured within the Ramoji legacy, her story quietly unfolds: graceful, determined, and timeless.

The Living Legacy of The *Siasat Daily*

“Every morning in India begins with a ritual. A cup of steaming tea /coffee, the rustle of freshly turned pages, and the quiet companionship of a newspaper. While the digital age has transformed the way the world consumes news with screens replacing paper and speed replacing reflection-a few institutions continue to stand firm against the tides of time. Among them is The Siasat Daily, the renowned Urdu newspaper published from Hyderabad, an institution that carries with it eight decades of history, conviction, and cultural continuity.”

Zahid Ali Khan
Editor-in-Chief

Founded during a period of profound political and social upheaval, Siasat is more than a newspaper; it is a movement. At its helm today stands Zahid Ali Khan, Editor and custodian of a remarkable legacy whose life has become inseparable from the story of the publication itself.

The origins of Siasat are closely linked to one of the most turbulent chapters in India's history. In the aftermath of the Police Action in Hyderabad, uncertainty and fear gripped large sections of the Muslim community. Many contemplated migration to Pakistan. At that critical moment, Abid Ali Khan, father of Zahid Ali Khan and founder of Siasat, took a decisive stand. He believed that the future of Indian Muslims lay not in leaving, but in staying, rebuilding, and contributing to the nation they called home.

Scan for Video

Siasat emerged as a voice of reassurance and resolve. Through its pages, Abid Ali Khan appealed to Muslims to remain rooted in India, and history records that his message resonated with thousands. The newspaper became a symbol of confidence, belonging, and hope at a time when such reassurance was desperately needed.

In those days, Urdu was not confined to any single community. Many Hindus spoke and read the language fluently, while for a large section of Muslims it remained the principal medium of expression. Siasat became a linguistic, cultural, and intellectual bridge, bringing together readers from diverse backgrounds. Among its admirers were some of Hyderabad's most respected administrators, scholars, and thinkers, including Narendra Luther, Raj Bahadur Gour, Srinivas Lahoti, and Vittal. They recognised Urdu not merely as a language, but as a repository of a shared civilisational heritage.

As the years passed, Siasat's role expanded beyond journalism. It became a guardian of the Urdu language itself. Under Zahid Ali Khan's stewardship, the newspaper launched structured Urdu-learning initiatives that enabled more than two lakh people to learn the language formally, many of whom successfully completed examinations to certify their proficiency. Few media institutions can claim such a direct and lasting cultural impact.

Despite repeated predictions about the decline of print media, Siasat continues to thrive. At one point, its reach extended far beyond Indian shores, with nearly 2,500 copies being circulated daily across the Gulf countries, Europe, and the United States. With the rapid growth of digital media, overseas print circulation gradually gave way to electronic access. Today, readers around the world continue to connect with Siasat through its e-paper platform, ensuring that its reach extends well beyond geographical boundaries.

Within India, The Siasat Daily maintains a print circulation of approximately 50,000 copies per day across Telangana, Andhra Pradesh, Karnataka, and parts of Maharashtra, including Parbhani and Aurangabad. When combined with its e-paper readership, Siasat reaches nearly three lakh readers every day, making it one of the most influential Urdu news platforms in the country.

The secret to this resilience lies in adaptation without compromise. From the era of hand calligraphy to offset and lithographic printing, Siasat has embraced technological change while preserving its editorial values. Today, two high-capacity rotary machines are capable of printing up to 32 pages at a time — demonstrating that tradition and technology need not be adversaries.

Yet the story of Siasat is also one of sacrifice and unwavering belief. When Abid Ali Khan founded the newspaper, there was no institutional backing or financial security. His mother sold two houses that were in her name, while his sister parted with her jewellery to support the venture. Their sacrifices sustained the publication through its most difficult years. By the 1960s, Siasat had begun to break even. Today, it occupies a rare position in Indian media—perhaps the only profitable Urdu daily in the country. Salaries have never been delayed, not even by a single day, reflecting a culture of disciplined management and ethical leadership.

Siasat's contribution extends beyond its own publication. The newspaper supports more than a dozen Urdu newspapers across India by providing ready-to-publish content, eliminating the need for smaller publications to invest heavily in calligraphy, translation, and page design. In doing so, it helps sustain and strengthen the wider Urdu media ecosystem.

As Zahid Ali Khan enters his third decade, questions naturally arise about the future. Will the next generation uphold the vision that guided the founders? His answer remains one of confidence. His son, Amer Ali Khan, is already deeply involved in the newspaper and understands both the privilege and responsibility of this inheritance. Zahid Ali Khan's voice—both literal and moral—continues to shape the editorial direction of Siasat. Even at the age of 82, he walks into the office every day, embodying discipline, duty, and devotion.

Today, The Siasat Daily stands not merely as a newspaper, but as an institution of conscience. It is a reminder that media, at its best, can shape history, preserve culture, and give voice to those who might otherwise go unheard. Through eight decades of change, challenge, and transformation, the legacy of Siasat endures—inked in conviction, printed in courage, and carried forward by generations who believe that truth, when spoken with integrity, never fades.

Madishetty Rajgopal

Seeing Tomorrow Before It Arrived

Every entrepreneurial journey begins with a moment of insight - a realisation that transforms an ordinary path into an extraordinary one. For Madisetty Rajgopal, that defining moment arrived well before digital media became the driving force it is today. Long before businesses embraced online storytelling, he recognised the immense potential of digital platforms to transform the way organisations communicate, connect, and grow.

Rajgopal's professional journey began modestly in the world of print advertising, selling advertising space in the Yellow Pages published alongside telephone directory. This early experience brought him face-to-face with thousands of entrepreneurs and small business owners, each striving to establish their identity in an increasingly competitive marketplace. Beyond selling advertisements, he gained a deep understanding of the aspirations, struggles, and ambitions of India's growing business community.

His career soon expanded through leading media organisations such as Eenadu, The Times of India, and The Hindu. Working with some of the country's most respected publications gave him invaluable exposure to the evolving advertising landscape. During these years, he observed a fundamental challenge: while print advertising created visibility, its impact was often short-lived. Businesses needed more than a newspaper column or a directory listing - they needed a lasting presence, compelling narratives, and meaningful engagement with their audiences.

The turning point came unexpectedly while exploring videos on YouTube at his family's cyber café. Watching the growing influence of online videos, Rajgopal recognised that digital content was not merely another communication channel - it represented the future of business media. At a time when video streaming was still in its infancy in India, he envisioned a platform dedicated to business storytelling that could reach audiences without the limitations of traditional media.

Driven by this vision, he founded Hybiz TV in 2009, becoming one of the early pioneers of digital business broadcasting in the country. What began as an ambitious idea evolved into a comprehensive business media platform where entrepreneurs, corporate leaders, innovators, industry experts, and policymakers could share knowledge, showcase achievements, and inspire progress. Under his leadership, Hybiz expanded far beyond news coverage, producing corporate films, executive interviews, brand campaigns, event coverage, startup stories, and sector-specific programming that amplified the voices of enterprises across industries.

From selling advertisements in the print era to pioneering digital business storytelling, Madisetty Rajgopal's journey is a testament to foresight, resilience, and innovation. His story reflects the power of embracing change before it becomes inevitable, and his work continues to empower businesses by giving them something invaluable - a voice, a platform, and the opportunity to tell their stories to the world.

Every remarkable institution is built twice—first in imagination, and then through steadfast execution. At Hybiz, that transformative journey has been shaped by Dr. Sandhya Rani, whose strategic leadership has elevated the organisation from a promising media venture into a dynamic platform that informs, celebrates, and connects.

As the Chief Executive Officer of Hybiz TV and Telugu Now, Dr. Sandhya Rani has been instrumental in defining the organisation's trajectory. Her leadership extends beyond operations, encompassing strategic planning, partnerships, and brand development. With a deep understanding of media, business, and audience engagement, she has strengthened Hybiz's identity while expanding its reach across industries and communities.

Known for her eloquence and ability to build meaningful relationships, Dr. Sandhya Rani has become the public face of Hybiz at business forums, leadership summits, and industry gatherings. Her interactions with entrepreneurs, policymakers, corporate leaders, and innovators have reinforced Hybiz's reputation as a trusted platform that recognises excellence and inspires enterprise.

One of her most enduring contributions is the establishment of the Hybiz Women's Leadership Awards in 2020. What began as a vision to celebrate extraordinary women has grown into one of the organisation's flagship initiatives, honouring achievements across diverse fields while encouraging future generations of women leaders.

Believing that success deserves recognition, Sandhya Rani also established a series of prestigious awards celebrating excellence in business, healthcare, education, media, women's leadership, and food. These platforms were created to honour professionals and organisations whose contributions often remain behind the scenes

Her entrepreneurial vision also led to the creation of Hybiz One LLP, extending the brand into experiential marketing and event management. Through thoughtfully curated conferences, corporate engagements, leadership summits, and brand experiences, she has created platforms where ideas, industries, and people come together with purpose.

Dr. Sandhya Rani's journey reflects the quiet strength of purposeful leadership. By combining strategic foresight with operational excellence, she has helped shape an institution that measures success not merely by its growth, but by the value it creates, the relationships it fosters, and the inspiration it leaves behind.

Dr. Janapati Sandhya Rani

The Architect of Growth

Suresh Kochattil

A wordsmith in the art of storytelling

Every remarkable journey begins with a belief that stories have the power to shape the world. Some inform, some inspire, and a rare few leave a lasting legacy. This is the story of a leader who has transformed the art of storytelling into a force for innovation, credibility, and meaningful impact.

In a media landscape defined by constant change, where attention is fleeting and authenticity is invaluable, Suresh Kochattil has remained guided by a simple yet profound vision—to create content that connects people, ideas, and opportunities. His journey is not merely one of professional achievement; it is a testament to the power of purpose-driven leadership, creative thinking, and an unwavering commitment to excellence.

As the Editorial Director of Hybiz, Suresh has helped shape more than a media platform. He has nurtured a trusted voice that reflects the aspirations of businesses, entrepreneurs, innovators, artists, and communities. By seamlessly blending editorial integrity with strategic insight, he has steered Hybiz beyond the conventions of journalism, transforming it into a dynamic multimedia destination that informs, engages, and inspires.

Behind every milestone lies a philosophy that values curiosity, collaboration, and the courage to embrace change. Whether mentoring emerging talent, championing new ideas, or redefining how stories are experienced across digital platforms, Suresh has consistently demonstrated that true leadership is measured not by position, but by the lives it influences and the conversations it ignites.

This book celebrates that extraordinary journey—a journey where vision meets action, where stories become catalysts for progress, and where every chapter reflects the enduring pursuit of excellence. It is an invitation to explore the experiences, values, and milestones that have shaped Suresh Kochattil's remarkable path, and through it, the evolution of Hybiz into a platform that continues to inform, inspire, and leave an indelible mark on the world of media.

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A Journey Worth Remembering

Since 2009, Hybiz.tv has journeyed alongside the evolving business landscape of Andhra Pradesh and Telangana—connecting with visionary leaders and witnessing their ideas, decisions, challenges and achievements.

These encounters shaped a belief: remarkable journeys deserve to be remembered and shared.

This book brings together 60 distinguished leaders and 60 inspiring journeys - stories of vision, perseverance, leadership and impact.

Hybiz.TV - Celebrating Leaders.
Documenting Journeys.
Honouring Legacies.

Inspiring the Next Generation

This is Volume One.

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JB Media Pvt. Ltd.
Unit No.401, 4th Floor, Westend Mall, Rd No.36,
Pillar No. 1677, Jubilee Hills, Hyderabad-500033, Telangana
info@hybiz.tv | www.hybiz.tv

Design LLP
+91 98490 03300