

BW BUSINESSWORLD

www.businessworld.in

SUBSCRIBER'S COPY NOT FOR RESALE | RNI NO. 39847/81 | 05 OCTOBER 2024



**INDIA'S
HOTTEST
ENTREPRENEURS**
BUSINESS LEADERS UNDER
40 WHO ARE REDEFINING
THE ENTREPRENEURIAL
LANDSCAPE WITH
THEIR INGENUITY AND
INNOVATION



(Continuation of the central text block)



(Continuation of the central text block)

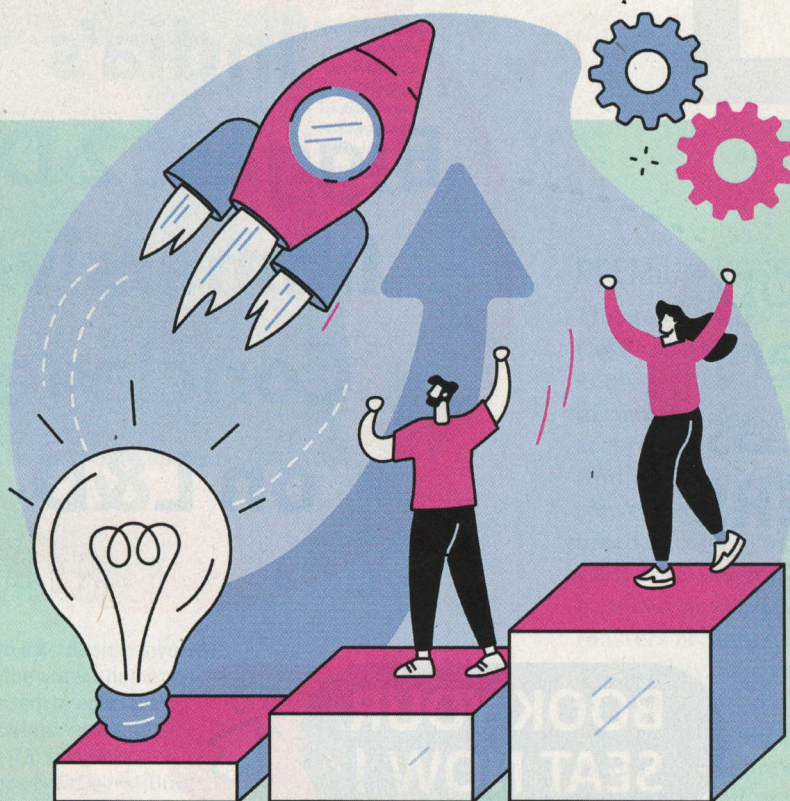


Rs 200
ISSN 0970835-7



CONTENTS

■ VOLUME 43, ISSUE 25 ■ 05 OCTOBER 2024



40
Under
40

12 Jottings

India's merchandise trade deficit worrisome; India-EU FTA; Will Intel rise to the occasion? Work and worship, and much more

14 Columns

Minhaz Merchant (p. 14); Vikas Singh (p. 16); Amit Kapoor & Vidhi Tiwari (p. 18); Srinath Sridharan & Shailesh Haribhakti (p. 20); Kiran Karnik (p. 22); Hardayal Singh (p. 24); Krishan Kalra (p. 26); Srinath Sridharan (p. 28); Akshat Pratap Singh (p. 92)

30 Great Strides

How India's largest footwear maker Relaxo has scripted an

impressive turnaround after the pandemic-induced slowdown

34 In Conversation

SAP Indian Subcontinent Managing Director & President Manish Prasad talks on the India growth story, the company's commitment to Indian markets, the readiness in the midmarket segment to embrace new technologies, and mores

98 Marketing Mavens

The BW Top 100 Marketers 2024 list honours the visionaries whose leadership is critical to driving business growth

38

The Band Of Disruptors

This edition of BW Disrupt 40 Under 40 puts the spotlight on not just enterprising entrepreneurs but also intrapreneurs who are driving growth within established organisations

Cover design by SHIV KUMAR

40 UNDER 40 WINNERS

- 40** Aastha Singh, Gramshree Agri Service
41 Abhijeet Anand, abCoffee
42 Abhishek Chandra, GoKwik
43 Akshali Shah, Parag Milk Foods
44 Aneesha Menon Bhandary, CarTrade Tech
45 Ankit Aggarwal, Unstop
46 Ankit Jaipuria, ZYOD
48 Ankita Suresh Bapna, Google India
49 Ankur Jain, Sunstone
50 Aruna Dryanani, Amazon miniTV
51 Aryaman Vir, WiseX
52 Bhavesh Talreja, Globale Media
53 Garima Mishra, Apple India, Redington
54 Gautam Udani, Veeфин Solutions
56 Komal Rukhana, Mint and Milk Communications
57 Kumar Raghvendra, Veetee Group
58 Manan Chopra, BENZ Packaging Solutions
59 Niket Shah, Motilal Oswal Mutual Fund
60 Priyanka Salot, The Sleep Company
61 Rahul Paith, MATH
62 Rahul Ranjan, BriBooks
63 Ratnendra Ashok Pandey, Trivayu Media Works
65 Rohan Joseph, Times Bridge
66 Rohan Malhotra, Roadzen
67 Rohit Garg, Olyv
68 Roshan Shah, VoloFin
70 Sanket Shah, Invideo
71 Saurabh Pandey, Eloelo
72 Shubbam Sharrma, Retail & Ecommerce



132 Gadgets

A review of the Sonos Ace, the new premium over-ear headphones that promise superior noise cancellation and a stupendous 30 hours of battery life

- 73** Shweta Shivkumar, WhySoBlue
74 Siddharth Anand Ladsariya, Everest Fleet
75 Sidhant Keshwani, Libas
76 Sourabh Sharma, Filly Media Solutions
78 Suhail Chandhok, U Mumba & Yuva Kabaddi Series
79 Sumanth Prabhu, Ulipsu
80 Sumit Jasoria & Shivam Tripathi, NEWME

- 81** Surbhi Bafna Gupta, Allter
82 Sushant Mehta, Sports Yaari Network
83 Utkarsh Saxena, Adalat AI
84 Vamsi Krishna Gaddam, Visaka Industries
85 VenuGopal, HiveMinds Innovative Mkt Sol



137

Last Word

Kaizad M. Bharucha, Deputy Managing Director, HDFC Bank on the bank's flagship CSR programme Parivartan and how it has made a profound impact on the lives of over 10 crore people

TOTAL NO. OF PAGES INCLUDING COVER 140

The pages in BW Businessworld that are labelled BWI or Promotions contain sponsored content. They are entirely generated by an advertiser or the marketing department of BW Businessworld. Also, the inserts being distributed along with some copies of the magazine are advertorials / advertisements. These pages should not be confused with BW Businessworld's editorial content.