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From Founder's Desk



Dear Friends,

I am delighted to introduce you to the inaugural edition of HeadsUp, a bi-monthly magazine brought to you by the Business Leadership League (BLL). As the Founder and CEO, it is with great pleasure and anticipation that I share this momentous occasion with you.

HeadsUp is not just an ordinary magazine; it is a visionary initiative aimed at giving visibility to the thriving small and medium-sized enterprises (SMEs) in India. Our mission at BLL is to become the most dynamic platform for promoting and enhancing the visibility of businesses. By 2030, we envision supporting and empowering 1 lakh businesses, enabling them to unleash their full potential.

The SME landscape in India is filled with promise, offering countless reasons for excitement. With a conducive ecosystem, a skilled labor force, and access to global markets, Indian SMEs are in a prime position to embrace new challenges and make substantial contributions to the country's economic growth. It is an opportune moment for entrepreneurs to seize these prospects and embark on an exhilarating journey.

At BLL, we are deeply committed to the SME sector, recognizing its significance in driving innovation and economic development. Through HeadsUp, we aim to provide SMEs with a powerful avenue to gain visibility and exposure. We understand that visibility is paramount for the success and growth trajectory of these businesses. In this inaugural edition of HeadsUp, we have carefully curated various sections to cater to the diverse needs of SMEs and our readers:

Indian Business Inspirational Stories: This section celebrates the success stories of Indian entrepreneurs who have overcome challenges, achieved remarkable milestones, and become inspirations for others. In this edition, we feature the following extraordinary individuals:

Mr. Pradeep Goyal, Founder, Chairman, and Managing Director of Pradeep Metals Limited.

CA NB Shetty, Senior Partner at NBS & Co. (Chartered Accountants).

Mr. Nitin Shah, Founder, Chairman, and Managing Director of Allied Digital Services Ltd.

Mr. Santosh Nair, Chairman of smmart Training & Consultancy.

Ar. Nilesh Gandhi, Director of Metadesign India Pvt. Ltd.

Dr. Raghunandan Jagdish, CEO & Director of Nandan GSE Pvt. Ltd.

Through their stories, we hope to inspire and motivate fellow SMEs to reach new heights.

Growth Enablers: In this section, we feature organizations that play a crucial role in enabling the growth of SMEs. They provide valuable resources, expertise, and access to larger markets. In this edition, we proudly feature the following growth enablers:

Tata Nexarc: Our tender partner, providing SMEs with opportunities to participate in tenders and secure valuable contracts.

RupeeBoss Financials: Our loan partner, offering financial solutions and support to SMEs, enabling them to fuel their growth and expansion.

Profectus Capital: Our NBFC partner, providing financial services and solutions tailored to the specific needs of SMEs.

These growth enablers have demonstrated a commitment to fostering the growth and success of SMEs, empowering them to achieve their goals.

Champions of Sector: Here, we showcase innovative and game-changing SMEs that have revolutionized their respective industries. In this edition, we proudly feature the following companies as champions of their sectors:

Clinitech Laboratory Pvt Ltd, IMTS Enterprise Solutions Pvt. Ltd, Mastermind Financial Services Pvt. Ltd, DigiAlly, Sarachem India Pvt Ltd, GRT Global Logistics Pvt Ltd, Aparajitha Corporate Services Private Limited, Tejovat Technologies Pvt. Ltd, Technocrats Security Systems Private Limited, Fatakpay Digital Pvt. Ltd.

These companies have demonstrated exceptional innovation, vision, and leadership, setting new benchmarks and inspiring others in their industries.

Directory: Our directory section serves as a platform for selected organizations to showcase their products, services, and offerings. It provides a unique opportunity for SMEs to gain visibility among our readers, potential customers, investors, and partners.

Through these sections, HeadsUp aims to create a comprehensive and engaging magazine that not only informs but also empowers SMEs across India. We believe that by highlighting success stories, sharing growth enablers, and showcasing champions of sectors, we can inspire, educate, and facilitate collaboration within the SME ecosystem.

By promoting the offerings and accomplishments of SMEs, we help them cut through the noise and create a distinct presence in their respective industries. Increased visibility leads to enhanced brand recognition and trust, ultimately resulting in higher sales and business opportunities.

Moreover, visibility brings opportunities for collaboration and networking. Through HeadsUp, SMEs can connect with like-minded individuals, industry experts, and potential collaborators who can contribute to their growth journey. Building a robust network of connections opens doors to new partnerships, knowledge-sharing, and valuable resources that can accelerate business development.

I am filled with enthusiasm for the possibilities that lie ahead. BLL will persistently innovate and push boundaries to transform the business culture. As we move forward, I encourage all of you to maintain a strong connection with BLL and leverage our platform to fuel the growth of your businesses.

Let us continue working together, united in our pursuit of a brighter future for ourselves and those around us. Your unwavering support and dedication are deeply appreciated. I am genuinely grateful for each and every one of you, and I eagerly anticipate the remarkable accomplishments we will achieve together in the years to come.

Welcome to the first edition of HeadsUp, a magazine that celebrates the spirit of entrepreneurship and amplifies the voices of SMEs in India. Together, we can create an environment where SMEs thrive, contribute to the economy, and drive innovation.

Warm regards,

Swetapadma Mohanty
CEO and Founder
Business Leadership League

BLL BUSINESS LEADERSHIP LEAGUE





CA NB SHETTY

SENIOR PARTNER, NBS & CO.
(Chartered Accountants)

Narayana B Shetty's journey from a small village to the founder of a flourishing Chartered Accountancy practice in Mumbai is a story of sheer determination, unyielding focus on education, and resilience.

In 1966, he migrated to Mumbai, a city of dreams. Balancing work and education, he persevered through cramped living conditions and financial challenges. His unwavering focus remained on one goal: Education. It was this mindset that led him to resign from his job and pursue his dream of becoming a chartered accountant. In 1974, he completed his CA with rank 11th in India and also completed his costing in the same year.

He built connections within the business community of Mumbai. His initial clients were the city's hotels, and from there, he expanded his practice. He also nurtured and groomed many chartered accountants over the years who then went on to start their own successful practices. He diversified his practice by adding niche services, including debt syndication right from the beginning.

Having firmly established his CA practice by the mid-eighties, Narayana Shetty's curiosity and passion led him to explore entrepreneurial ventures outside his domain. He started his first restaurant, Classic, at King Circle in 1988. He further expanded into highway restaurants and planned a resort. However, not every venture was a success. Shetty faced setbacks when his highway restaurants had to be shut down in 2000. Despite this, he never let these setbacks affect his positive outlook.

In addition to his professional pursuits, he actively contributes to social causes. He has played an instrumental role in establishing and funding several educational institutions, contributing to society's progress.

He has always been kind to others, but life has not always been kind to him. He was diagnosed with cancer at the age of 58. Far from being derailed by his health crisis, he instead took it as a motivation to challenge himself even further. He began running marathons at the age of 61, demonstrating remarkable resilience and a refusal to let age or illness limit his ambitions.

Behind every successful individual, there's often a strong support system, and for Mr Shetty, that pillar of support has been his wife. They got married in 1977 and have two daughters, Roshni and Puja. His daughters speak highly of their father, praising his dedication to their education and his discipline.

Even after achieving immense success in his career, Narayana Shetty's appetite for growth and expansion hasn't subsided. With his latest venture, RupeeBoss, he has set some ambitious targets that reflect his unrelenting drive. He aims to make it a thousand employee company with a top line of a hundred crores and a valuation of maybe 300 crores.

Narayana Shetty's journey is a testament to the power of resilience, determination, and a positive mindset. His story teaches entrepreneurs that success is not just about professional achievements, but also about personal well-being, continuous learning, and giving back to society. Truly, his life is an inspiring blueprint for holistic success in entrepreneurship.



T.I.G.E.R. SANTOSH NAIR

CHAIRMAN
Smart Training & Consultancy

Santosh Nair's journey from a door-to-door salesman to one of India's most influential trainers and entrepreneurs is a story of grit, determination, and an unwavering belief in the power of self-improvement. Born into a family with financial struggles, Santosh's early life was marked by a desire to rise above his circumstances and make a significant impact.

After completing his graduation in commerce, Santosh took up multiple jobs to support his family. His life took a turn when he landed a job at Eureka Forbes as a salesman. It was here that he discovered his passion for sales and training. He read 400 books on sales and watched about 1250 audio and videos on sales, honing his skills and knowledge. His dedication paid off when he sold 26 vacuum cleaners in his first month, becoming India's number-one salesman.

Santosh's success in sales was not just due to his skills but also his disciplined habit of self-reflection. He developed a habit of reflecting on his energy, pace, intensity, and insights every night, a practice he believes is crucial for self-improvement. This commitment to personal transformation is embodied in his "TIGER" philosophy, which stands for Tough, Ingenious, Go-getter, Enterprising, and Resourceful.

Inspired by his own transformation, Santosh decided to step into the world of business training. He started his company - smmart Training and Consultancy Services Pvt. Ltd., from the garden of his father's 285 square foot home with a modest turnover of 35 lakhs. Over the years, the company kept growing, hitting a peak of about 20 crores.

His wife, Sindhu Nair played a key role in this transformation, ensuring that whatever was not in place in the organization, whether it was a policy or a process, was put in place.

Santosh's journey teaches us that no matter where we start, with determination and a relentless pursuit of knowledge, we can achieve extraordinary heights. His disciplined habit of self-reflection and self-assessment is a powerful tool for personal and professional growth. Above all, Santosh's journey emphasizes the importance of purpose and the pursuit of a cause bigger than oneself, reminding us that entrepreneurship is not just about financial success, but also about making a meaningful impact.



RAGHUNANDAN JAGDISH

CEO & MANAGING DIRECTOR
Nandan GSE Pvt. Ltd.

Raghunandan Jagdish's journey from a young graduate to the CEO of Nandan GSE is a story of dedication, continuous learning, and strategic leadership. Born into a family with a strong entrepreneurial spirit, Raghunandan, fondly known as Raghu, was destined to join his father's firm, Nandan Enterprises, after earning his master's degree in mechanical engineering from the renowned Texas A&M University in the United States.

In 2003, at the age of 23, Raghu joined his father's firm, which then had a 25-member team. The company soon moved to a 25,000-square-foot industrial land in MIDC, Turbhe, Navi Mumbai.

Raghu began gaining practical experience in all departments. He realized that he needed an outside perspective to expand the company and made significant investments in his personal growth and development through learning, training, and coaching. From 2003 to roughly 2010, he established a solid foundation for himself, despite many difficulties.

The company made its first breakthrough in the defence sector in 2010, which elevated Nandan GSE to the next level. In 2012, Raghu had a chance meeting with Mr. Manmohan Shetty of Imagica Adlabs. Despite having no prior experience with similar projects, he took up the challenge of developing a theme park ride.

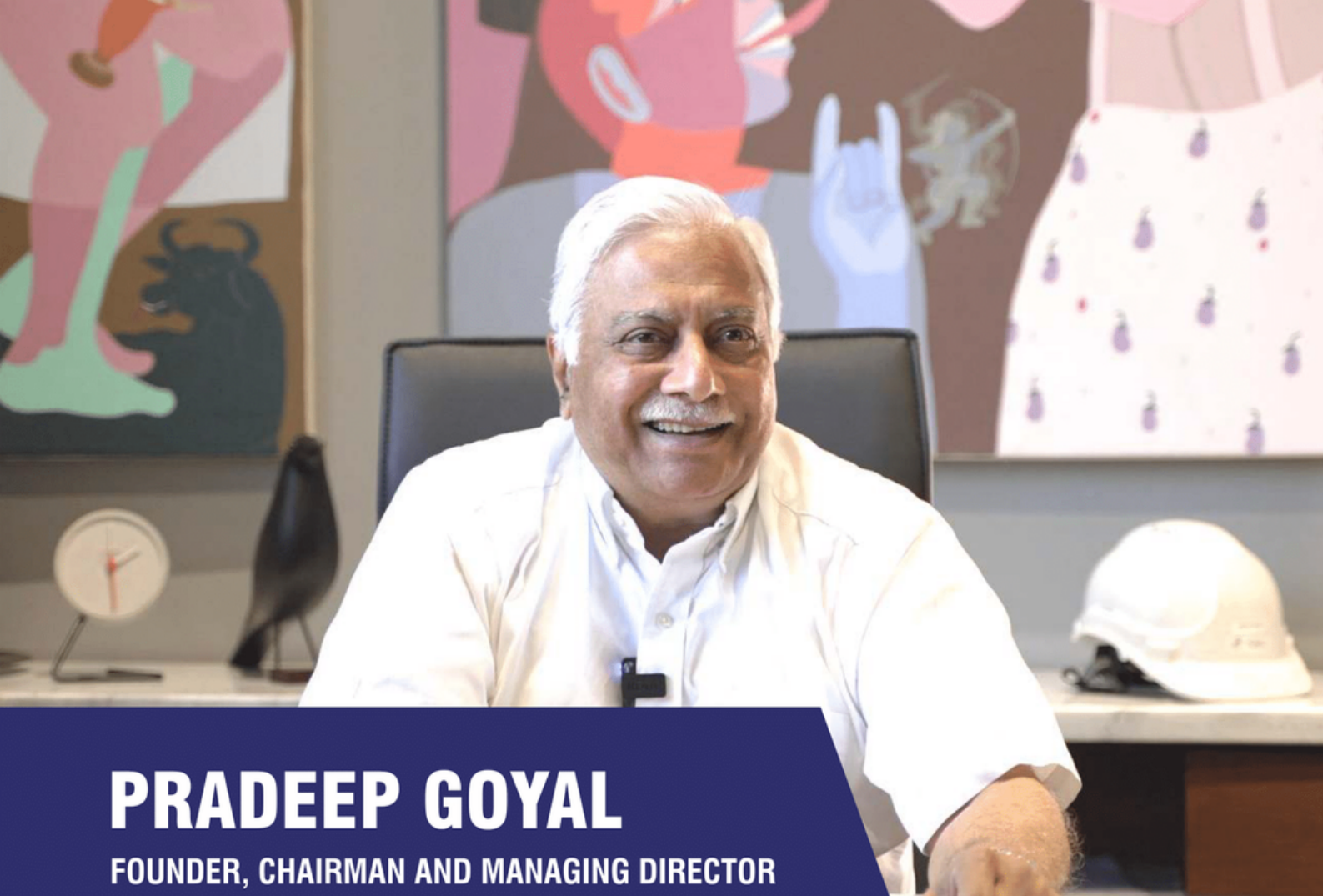
Raghu's leadership saw the company undertake projects for prominent clients like Mr. Ratan Tata, ISRO, Brahmos, and more. They designed and manufactured car parking systems, missile handling systems, bridge inspection units, and rapid runway repair units.

In 2019, Raghu turned 40 and assumed the roles of Managing Director and CEO. He began building his second line of leadership and articulated the company's 10X growth strategy. In 2022, he added a PhD to his many achievements, becoming Dr. Raghunandan Jagdish, PhD, in Specialised Logistics Management in Aviation and Defense.

Today, Nandan GSE has over 250 permanent employees, with none on contract. The factory is now a prime example of a vertical factory with 100,000 sq ft of fully efficient space, making solutions for customers in Aviation, Defense, Material Handling systems, and contract manufacturing for high tech products for Make in India and Make for the world.

Dr. Raghunandan Jagdish's story shows that if you stick to the basics and work with dedication, grow your own competence, manage your time and energies, and empower the team, there can be fantastic growth. His story is an inspiring blueprint for holistic success in entrepreneurship.





PRADEEP GOYAL

FOUNDER, CHAIRMAN AND MANAGING DIRECTOR
Pradeep Metals Limited

Pradeep Goyal's life is a testament to resilience, innovation, and a deep commitment to societal progress. Pradeep's journey began with a prestigious education in Metallurgy at IIT Kanpur, followed by a scholarship at MIT. In America he faced the challenges of job hunting as an immigrant, eventually landing a job in the field of industrial gasses where he excelled quickly.

Despite a promising career in the U.S., a meeting with the late Prime Minister Vajpayeeji led Pradeep to return to India to start a metal forging company - Pradeep Metals Limited. This decision marked the beginning of a roller coaster journey, filled with ups and downs, including a crippling strike and the looming threat of bankruptcy.

His company became the first Indian business to export stainless steel flanges. However, the company soon faced capacity constraints. The liberalization of the Indian economy in the early 90s provided an opportunity for the company to go public, raising funds to establish a new plant in Navi Mumbai MIDC. The company ventured into the automotive industry, facing a severe economic downturn that almost led to bankruptcy. However, Pradeep's strategic decision to rework the business model and focus on cost reduction led to the company's stabilization and eventual profitability. Despite these challenges, his resilience and strategic thinking led the company to rebound from a negative net worth of 5 crores to a company worth over 250 crores.

His journey is not just about building a successful business; it's also about giving back to society. He committed himself to educational initiatives, specifically the Ekal Vidyalaya Foundation, running tribal schools across the country.

In 2006, Mr Goyal embarked on a journey in research and development. His innovative research led to the development of a process to melt iron ore into metal using a microwave, a first in the world. His team also developed a process to eliminate insects from rice, including the larvae, which was certified as a clean, green process by the University of Ludhiana.

His commitment to sustainability is evident in his business practices. The company invested 14 crores into a windmill, replaced all asbestos sheets from the roof with steel sheets, upgraded to hydraulic machines, and replaced all halogen lamps with LEDs. Pradeep's vision is to make his company fully powered by green energy.

Pradeep Goyal's journey is a powerful lesson in determination, strategic thinking, and care for the greater good. His story is not just about achieving business success; it's about making a difference that lasts. His commitment to sustainability, balancing environmental care with business, shows us how to create a long-lasting success story



NILESH GANDHI

DIRECTOR

Metadesign India Pvt. Ltd.

Nilesh Gandhi's journey from humble beginnings to becoming a successful entrepreneur is a testament to resilience, curiosity, and a relentless passion to bridge the gap between need and supply. Born into a family with a background in academics and banking, Nilesh's entrepreneurial journey began unexpectedly during his architecture course in 1992. His first taste of entrepreneurship came when he saw seniors selling stationeries on the first day of college. This sparked an entrepreneurial flame within him, leading him to venture into various small businesses, from selling firecrackers during Diwali to mangoes in the summers.

After a few years in the corporate world, the calling to entrepreneurship was too strong to resist. Nilesh harkened back to his stationery-selling days and started his own venture, Meta Design, in 2005. His experiences at Shapoorji Pallonji and Edifice Architects, where he worked closely with directors and global clients, gave Nilesh a deeper understanding of the nuances of business, marketing, and project management.

Nilesh chose to focus on landscape architecture, creating his own 'Blue Ocean' - a market space where competition was irrelevant because his offering was unique. But every unique venture comes with its own set of challenges. For Nilesh, the biggest hurdle was selling a concept, changing people's mindset about the importance and the beauty of landscapes.

As natural disasters and an increasing need for sustainable practices brought the importance of nature into focus, landscapes started to be seen as essential rather than optional.

Nilesh's journey is deeply intertwined with a belief in giving back to society and fostering a harmonious coexistence between nature and human progress. He has been a visiting faculty at various colleges for the past 10 years, nurturing talent in landscape architecture and green buildings. He encourages those with a spark of entrepreneurship to embrace it fully.

Nilesh's journey started modestly in a 300 sq ft apartment. Over the years, his team has grown, but the core ethos of an open working environment and building a legacy has remained. Nilesh believes in building a lasting organization, and this philosophy led to the branding of his practice as Meta Design.

Nilesh and his team not only designed landscapes, but they integrated services, from horticulture to signage. They even launched an e-commerce platform, allowing anyone to order a plant for their room, delivered in just 48 hours.

Nilesh Gandhi's journey is a powerful testament to the power of ethical business practices and the importance of specialization in entrepreneurship. His commitment to doing business the right way, from refusing to compromise his values for quick profits to his focus on sustainability and green building certifications, sets a powerful example for all entrepreneurs. His story is a reminder that success is not just about profits, but about making a positive impact on the world, sharing knowledge, and leaving a lasting legacy.



NITIN SHAH

FOUNDER, CHAIRMAN AND MANAGING DIRECTOR
Allied Digital Services Ltd.

Nitin Shah's journey from an engineer to the co-founder of Allied Digital Services Limited, a 500 crore company, is a story of transformation, innovation, and strategic thinking.

Nitin started working at CMC, a renowned company that was once a part of IBM. Nitin, a dedicated and skilled engineer, was content in his role. He worked on mainframe computers, honing his skills and expertise. Yet, little did he know, a different path awaited him. A customer, dissatisfied with their existing computer supplier, called on Nitin for help. Impressed by Nitin's skill and dedication, the customer offered him a contract - one that paid more than his salary at CMC. This marked the beginning of Nitin's entrepreneurial journey.

In the early days, Nitin was a one-man army, juggling multiple roles and responsibilities. By 1993, the company had grown to 150 employees. However, Nitin's life was consumed by his work. It was then that Nitin realized he needed to make a change. He decided to stop being just a profit-driven entity, and instead focus on creating a value-driven company. To achieve his dream, Nitin knew he had to invest in learning.

Over time, the company expanded exponentially. However, in the early 2000s, the dot-com burst sent the IT industry into a recession. Many companies collapsed, others saw massive layoffs, but Nitin used this time to redefine his company's strategy. Nitin decided that the best way forward was to acquire a US-based company. It was a massive step that required substantial funding, setting the stage for inorganic growth.

As the world was moving towards the cloud, Nitin had to make some crucial decisions. From 2013 to 2019, they spent five years into the transformation phase. Nitin's company, having already established a robust remote work infrastructure, was well-prepared for the COVID-19 pandemic. With the changing business landscape, Nitin's company restructured itself into six distinct towers, each focusing on a different technological aspect.

Nitin's incredible business journey leaves behind a trail of golden insights. His knack for reshaping his company six times in 40 years speaks volumes about embracing change and the power of dreaming big. Aware of his own limitations, Shah strategically staffed key positions with skilled professionals, a move that boosted growth and efficiency. When it came to fueling his global ambitions, Shah wisely decided to raise capital through an Initial Public Offering.

As we conclude, Nitin Shah's journey doesn't merely tell a success story; it provides a guiding light for navigating the ever-evolving business seas of the 21st century. It is a vivid testament that innovation, strategic decisions, and global thinking are the cornerstones of lasting success.

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INDIAN BUSINESS INSPIRATIONAL STORIES



Indian business has millions of successful and inspiring stories.

Stories of leaders who came from small towns, or financially poor families, or academically weak, or with physical challenges, or faced unprecedented business challenges and so on. They won against all the odds and are there to inspire us.

SHARE YOUR JOURNEY

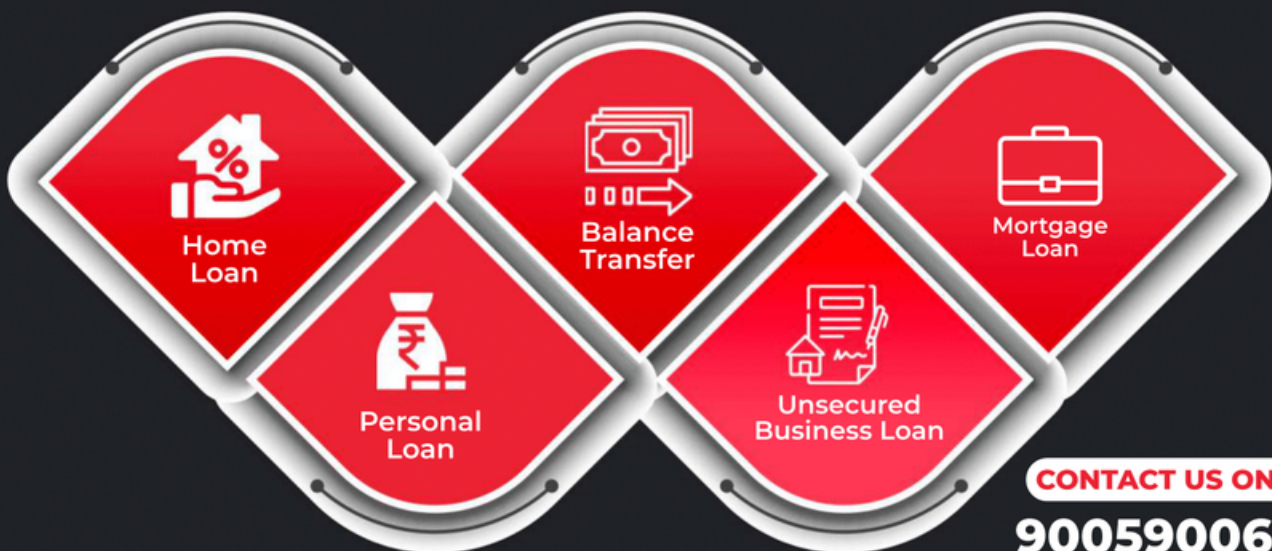
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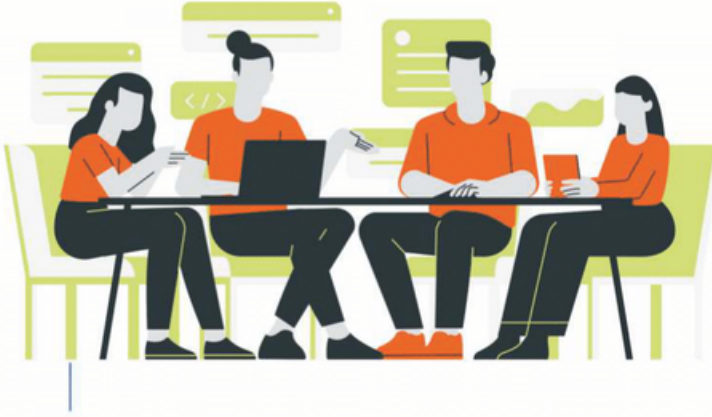
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- Examining the products from an alternative viewpoint
- Viewing the markets from a fresh perspective
- Adopting a different outlook on the customers
- Evaluating the sales model from a different angle
- Cultivating customer loyalty and fostering engagement
- Cultivating customer loyalty and fostering engagement
- Assessing the potential of market opportunities
- Defining the positioning and dividing the market into segments
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- Conceptualizing collaterals
- Driving results with your Team/ Agency/Service Providers

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TRACK YOUR BUSINESS PERFORMANCE AT A GLANCE

Revenue and Profit Dashboard

This dashboard focuses on key financial metrics such as revenue, profit, and profit margins. It provides an overview of sales performance, expenses, and profitability trends, allowing business owners to assess the financial health of their company at a glance.

Sales Pipeline Dashboard

This dashboard visualizes the sales pipeline, including leads, opportunities, and deals at various stages. It helps business owners track sales progress, identify bottlenecks, and make informed decisions to drive revenue growth.

KPIs Dashboard

This dashboard displays a set of selected KPIs that are specific to the business owner's industry or objectives. It provides a concise overview of the most critical metrics relevant to the business's success, allowing the owner to monitor progress and make informed decisions based on the performance of those key metrics.

Operational Efficiency Dashboard

This dashboard focuses on operational metrics, such as production efficiency, inventory levels, and fulfillment metrics. It allows business owners to monitor operational performance, identify areas for improvement, and streamline business operations for increased efficiency and cost savings.

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A hand is shown holding a large, ornate golden trophy cup. The trophy has intricate engravings and a wide rim. The background is a solid purple color. A semi-transparent white box is overlaid on the center of the image, containing text.

CHAMPION OF SECTOR

Here, we showcase innovative and game-changing SMEs that have revolutionized their respective industries



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FatakPay provides instant virtual credit facilities to your employees allowing them to manage their cash flow from one pay day to the next

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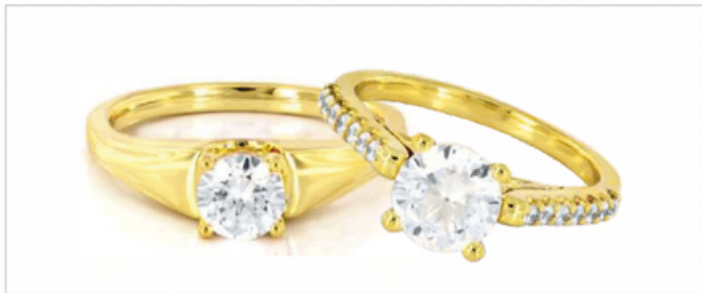
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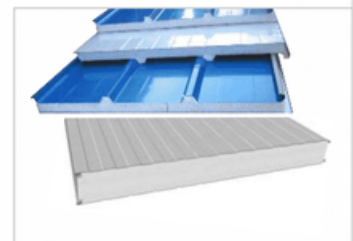
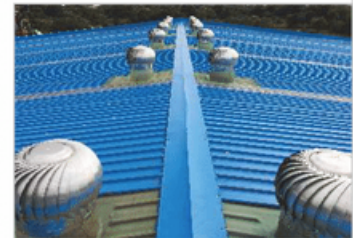
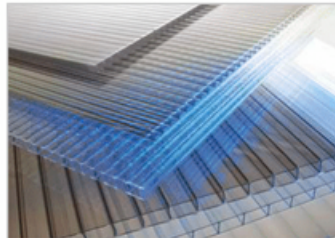
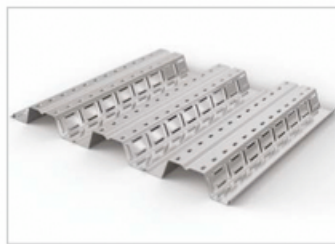


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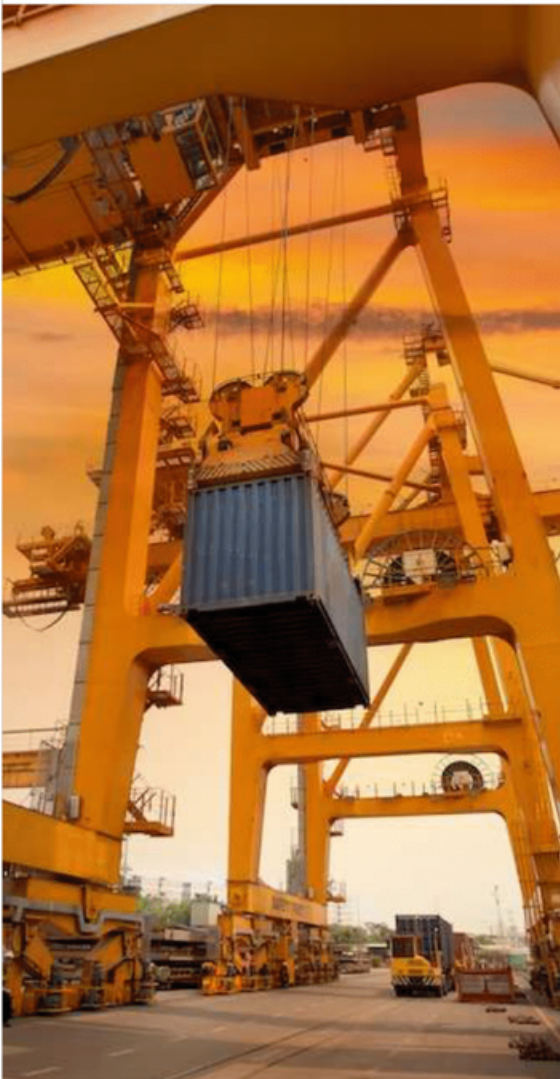
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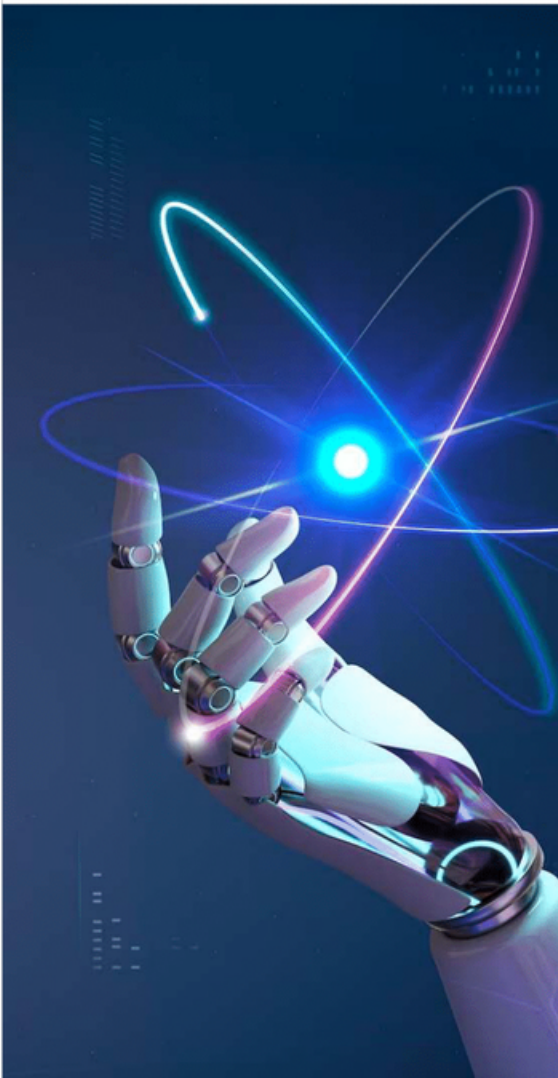
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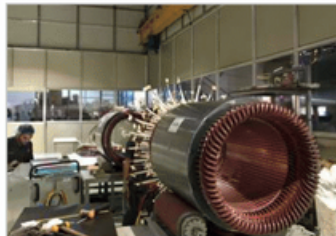


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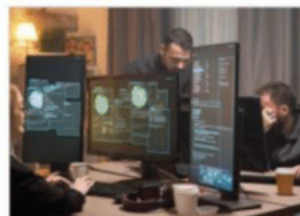
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