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INSPIRING LEADERS

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COVER STORY

Times Applaud's Spectacular Book Turner Gala Sets a New Benchmark in Literary Celebrations

DR. RISHIKA TAWRI ATAL

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INSPIRING LEADERS

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EDITOR'S NOTE

Dear Readers.

Welcome to this special edition of our magazine, where we celebrate the power of words, innovation, and visionary minds shaping the future.

2025 kickstarted with our maiden Book Turner Gala Event on January 19th. I'm exceedingly glad to present my readers with an inside look at this spectacular literary celebration—an event that brought together authors, thought leaders, and literature enthusiasts under one roof.

As a reputed event management company, it was important to organize this literary affair in a way that not only created one of the best opportunities to establish positive relationships with stakeholders but also reignited the magic of reading among Gen 7.

To quote our Chief Guest- 'This event was more than just a book launch—it was a testament to the enduring love for books in the digital age.'

Nothing succeeds naturally without someone working it out. From the planning and preparation to the execution of the event itself, my team has shown a great deal of skill and commitment to this project. Their dedication ensured that every element—

from book launches to media interactions and networking sessions—was executed flawlessly, setting a new benchmark for literary events.

Our cover story takes you inside the Book Turner Gala Event, a remarkable literary evening hosted by Times Applaud Pvt Ltd, featuring the esteemed Chetan Bhagat and the launch of 16 new books by emerging authors.

In addition to the details of about the event, we also have individuals' articles from some of these talented authors where they speak their minds and share the experience throughout their writing journey.

Beyond the world of books, this issue shines a spotlight on emerging voices from diverse fields. From groundbreaking advancements in technology and thought-provoking perspectives in alternative medicine (Ayurveda) to inspiring journeys in business and entrepreneurship, we bring you compelling and award-winning moments that reflect the dynamism of today's world.

As you turn these pages, I hope you find inspiration, knowledge, and new ideas that spark your curiosity.

Happy reading!



TAUSHIF HUSEN ISMAIL PATEL

Times Applaud's Spectacular Book Turner Gala Sets a New Benchmark in Literary Celebrations

In a grand showcase of literature and creativity, Times Applaud Pvt Ltd, a celebrated public relations and event management company, organised a memorable Book Turner Gala Event in Mumbai on January 19th, 2025. This literary extravaganza, held at an impressive venue- Ginger Hotel, was a demonstration of the company's vision of nurturing emerging voices in the literary world. The evening was graced by India's famous author Chetan Bhagat, along with Mr Taushif Patel (Founder), Mr Sunil Pandey (Director), and Mr Nitin Gohil (CEO) of Times Applaud Pvt Ltd. Their shared vision turned the event into a beacon of hope for the literary world.

A Night of Literary Excellence

The highlight of the day was the release of 16 excellent books by debut authors, who were all individually honoured by Chetan Bhagat. With his keen eye for new writing, Bhagat began the day with an insightful keynote, calling for the need to promote new voices in literature.

"It's heartwarming to see that the magic of books remains unchanged to this day. I am thrilled that even in the age of iPads and digital mindsets, the love for books is the same. Literature lives on new voices and new ideas. We need more such platforms to discover hidden stories and provide the next generation of writers with the impetus they require," he urged.

The gala provided an inspiring space for authors, experts professionals from all sectors, and book lovers to interact, fostering a dynamic exchange of ideas. The evening featured a reflective Q&A with the newly published authors, allowing them the opportunity to reveal the ideas and inspiration behind their publications. The audience was presented with exclusive book signings, during which they had the opportunity to meet the authors on a one-to-one basis and hear about their writing process.

Honouring the 16 New Authors and Their Books

The **Book Turner Gala** was a momentous occasion for more than 16 emerging literary talents, whose works spanned across various genres, including fiction, self-help, business, and social issues. The spotlight was on these

authors and their inspiring books:

- **1. Darsh Shaparia –** *The Millionaire Mindset- A Kid's Guide to Earning and Growing Wealth*
- **2. Dr. Asif Iqbal –** Chronicles in Economic Diplomacy
- **3. Prof. (Dr.) Saransh Jain –** A Key to Intimacy- A Sexologic guide to master intimacy
- **4. Mr. Shridhar Dinanath Kuknor –** *Universal Reasons*
- **5. Dr Ajay Bakshi –** Build Your Leadership Skills
- 6. Dr. Rishika Atal Tiny Tots Big Tantrums
- 7. Mr. Sanjeev Batta Wealth Beyond Work
- **8. Dr. Jitesh Shetty –** *Rebuild from Within*
- **9. Mr. Rahul Gupta** The Pain Behind Power
- **10. Dr. Shashank Dhananjay Rawale –** *The Ultimate Success*
- 11. Dr. Ram Savani A New Dawn in Politics
- **12. Dr. Anisha Patel –** Brandent 32 Pearls of Wisdom
- **13. Mr. Parthiv Shah –** *Corporate Success Strategies*
- **14. Dr. Pramod Sharma –** Why To Be A Hospitality Professional
- **15. Amit Khetan –** *Digital Marketing for Pharma companies*
- **16. Dr. Mangesh Chandrakant Khadakban -** From Lab To Life-Journey Of Clinical Trials
- 17. Dr. Mohammed Zoheb Hossain, Mr. Sanjay Mishra, Mr. Ajeet Joshi *Game Changers of 2025*

Each of these books received a warm welcome, with Times Applaud distributing 100 signed copies to the audience to encourage a wider reach and deeper engagement with the literary pieces.

Extensive Media Coverage & Future Prospects

With an unrelenting commitment to maximizing visibility, Times Applaud ensured that the Book Turner Gala received extensive media coverage across television channels, print media, and digital platforms, reflecting the company's forward-thinking approach to literary promotion.

Additionally, Times Applaud has facilitated eBook publications on Kindle and Google Reads, while hard copies are now available on Amazon and Flipkart—making these books accessible to a wider readership and helping authors establish their presence in the market.

Building on Success: The Next Grand Event

Riding high on the overwhelming response to its maiden Book Turner Gala, Times Applaud Pvt Ltd wasted no time in announcing its next big literary event. Scheduled for April 26th, 2025, at Ginger Hotel, Mumbai, this upcoming event promises to be even grander—bringing together thought leaders, influencers, and literary enthusiasts under one roof for yet another milestone celebration in the world of books.

Beyond Events: Times Applaud's Literary Impact

More than just an event organizer, Times Applaud Pvt Ltd plays an integral role in shaping the literary landscape. The company is committed to providing all aspiring authors with end-to-end assistance, including writing, editing, book design, and launch strategies. By integrating books into personal branding initiatives, Times Applaud ensures that authors gain maximum visibility and credibility in an ever-evolving market.

With a vision to elevate literary culture and create impactful branding & connections, Times Applaud Pvt Ltd is redefining event management excellence and empowering writers to make a lasting impact in the world of literature. As the anticipation builds for the April Book Launch Event, one thing remains certain—Times Applaud is setting the stage for the future of literary celebrations.

DR. RISHIKA TAWRI ATAL

A MULTI-FACETED INSPIRATION IN PARENTING & BEYOND



In a world where balancing multiple roles is a challenge, Dr. Rishika Tawri Atal is an embodiment of passion, perseverance, and purpose. An accomplished Orthodontist, a Mom content creator, a Certified Parent Coach, and an artist at heart, she wears many hats with grace. Driven by a mission to impact 2 million parents by 2025, she continues to break barriers and redefine success.

Academic & Professional Achievements

Dr. Rishika's academic journey is marked by excellence—she secured 2nd Rank in her Postgraduate Examination conducted by Rajiv Gandhi University of Health Sciences, Karnataka. But beyond her medical expertise, her influence extends to the realms of parenting, social media, and empowerment.

She is the proud winner of MediQueen Mrs. Maharashtra 2022, a prestigious beauty pageant exclusively for lady doctors, and has also been recognized as the Navbharat Times Star Homemaker Multitasker 2021.

Additionally, she has been invited to multiple events as a chief guest and a jury member for competitions, further solidifying her influence in diverse fields.

A Voice for Modern Parenting

Through her strong digital presence on Instagram, YouTube, Threads, and WhatsApp, Dr. Rishika has built a thriving community of over 200,000 followers. She shares insights, practical techniques, and expert advice on parenting, making it simpler, effective, and enjoyable for modern parents.

As a Certified Parent Coach, she has empowered more than 8,000 parents through personalized counseling, workshops, and online consultations—helping them navigate the complexities of parenthood in today's fast-paced world.

Adding another feather to her cap, she is the author of the book "Tiny Tots, Big Tantrums", launched by the esteemed Chetan Bhagat. Her book serves as a guide for parents dealing with early childhood challenges.

An Artist with a Passion for Dance

Beyond her professional and coaching journey, Dr. Rishika is a trained classical dancer. She has successfully completed her Bharatanatyam Arangetram and has won multiple national-level dance competitions, even reaching the DID Supermom auditions.

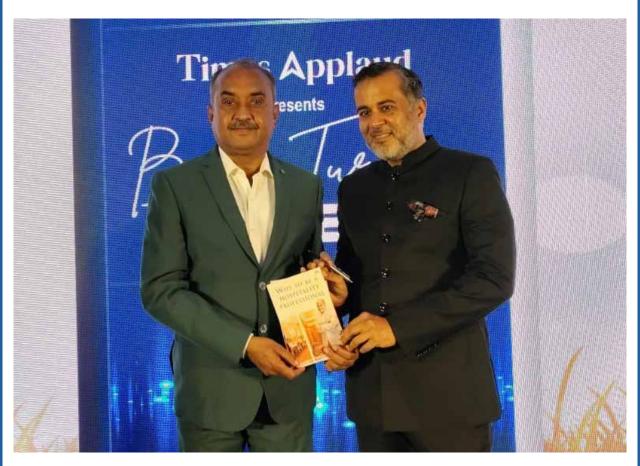
A True Multi-Tasking Inspiration

What truly sets Dr. Rishika apart is her seamless integration of diverse roles—a mother, a healthcare professional, a content creator, a parent coach, and an artist—all while staying rooted in her mission to make parenting easier, effective, and encouraging.

With her relentless drive and commitment, she continues to inspire, educate, and empower countless parents, proving that one can truly have it all—with passion and purpose.

THE BOOK AUTHORED BY DR. PRAMOD SHARMA

A MULTI-FACETED INSPIRATIOA "WHY TO BE A HOSPITALITY PROFESSIONAL" UNVEILED BY AUTHOR CHETAN BHAGAT.



r. Pramod Sharma, the author of "Why to be a hospitality professional" book is a seasoned educationist, with deep rooted values providing education in the field of Hospitality and IT along with providing traditional education as well as skilling & training youths and Founder of RP Educational Trust, IIHM Vasai Mumbai, R P -IHM Vasai, R P junior college of arts, science and commerce and R P Training & Skill Development Centre and with multiple national and international achievements, brings forth a compelling case for pursuing a career in the dynamic and ever-evolving hospitality industry. The book not only highlights the perks of being a part of this vibrant sector but also emphasizes the immense entrepreneurship opportunities that hospitality offers and has been written with broader objective to benefit the mass by reading and understanding various aspects explained in the book about entrepreneurship in hospitality.

The author delves deeply into the personal and professional rewards of a career in hospitality. He outlines how the sector provides job satisfaction, opportunities for growth, and the chance to interact with people from diverse cultures, making it one of

the most engaging professions worldwide. He stresses that hospitality professionals are pivotal in shaping not olny memorable experiences for customers but also the national economy and growth.

However, what makes the book particularly insightful is its comprehensive exploration of entrepreneurship opportunities in the hospitality sector. He discusses various aspects for budding entrepreneurs, from starting a business, its funding, pros & cons, marketing, launching the product or service to building it a successful venture. Moreover, the book offers practical advice for aspiring entrepreneurs, including insights into the importance of customer service excellence, technological adoption, and sustainable practices.

Why to Be a Hospitality Professional is not just a guide for those considering a career in hospitality but a comprehensive blueprint for anyone with entrepreneurial aspirations. Dr. Pramod Sharma's expertise and passion for the industry shine through, making this book an invaluable resource for anyone seeking to navigate or start a business in the world of hospitality.

AR. DISHA TAMHANE

VISIONARY ARCHITECT, VASTU CONSULTANT AND FOUNDER OF DISHA REALTORS WAS HONORED AT TIMES APPLAUD TRENDSETTERS AWARD 2025.



r. Disha Tamhane was recognized as one of the year's most influential figures in architecture and Vastu consultancy, and was presented the award by the renowned Bollywood actress Soha Ali Khan, at a dazzling ceremony attended by leaders, innovators, and visionaries from various industries.

The Trendsetters Award honors visionaries who have broken barriers and set new standards of excellence, and so Ar. Tamhane's selection for this accolade underscores her impact on the architectural landscape, where her innovative use of Vastu Shastra not only enriches the aesthetic value of spaces but also enhances the overall well-being of the people who live or work in them.

As the head of Disha Realtors, she has also led her company with a distinctive philosophy to design spaces that resonate with positive energy, fostering environments that nurture both physical and emotional well-being. Her expertise lies in combining the time-tested principles of Vastu with contemporary design, creating balanced, functional spaces that enhance the quality of life for their occupants.

Reflecting on her recognition, she also shared that, "This award is a testament and an honour to the vision and hard work of the entire Disha Realtors team. I believe that every space we create should be a source of positive energy and inspiration."

As she continues to lead Disha Realtors with vision and innovation, her work serves as a reminder that great architecture is not just about design, it is about shaping environments that nurture both the mind and the soul. With this prestigious honour, Ar. Tamhane's influence in the world of architecture and Vastu consulting is poised to inspire the next generation of creators, fostering spaces that resonate with positivity for years to come.

Apis India Ltd Wins Prestigious Best FMCG Brand Award in the Honey Category

pis, a trusted name in the honey and FMCG industry, has added another feather to its cap by being recognized as the FMCG Brand of the Year title in the Honey category at Trendsetter Awards 25. The award was presented by renowned Bollywood actress Soha Ali Khan at a glittering ceremony organized by the Times Applaud. This prestigious accolade reaffirms Apis India Limited's unwavering commitment to delivering high-quality, pure, and natural honey to its customers.

A Moment of Pride for Apis India Limited

The event, which brought together some of the biggest names in the FMCG sector, celebrated brands that have made remarkable contributions to their respective industries. Apis India Limited stood out for its consistent focus on quality, innovation, and customer satisfaction.

Thank you, **Times Applaud** for recognizing our consistent efforts in the field of FMCG. FMCG Brand of the Year in the Honey Category is the award that reflects our relentless pursuit of quality and our vision to providing a diverse selection of organic & high-quality Honey to our customers" said Mr. Amit Anand, MD of Apis India Limited, in response to the honor.

Setting Standards in the Honey Industry

Apis has been a pioneer in the honey market, offering a wide range of healthy products that caters to various consumer preferences. Known for its commitment to purity and good sourcing practices, the brand has become synonymous with purity and trust.

Recognizing Excellence

The Times Applaud initiative to honor exceptional brands in the FMCG sector highlights the importance of innovation, quality, and consumer trust. Apis's recognition as the Best FMCG Brand in the Honey Category underscores its leadership and the trust it has earned among consumers.



About the Trendsetter Awards 25

The **Trendsetter Awards 25**, a platform celebrating excellence and innovation across industries, brought together the best brands and leaders under one roof. The event recognized outstanding contributions and achievements, further inspiring brands to set new benchmarks in their respective categories.

A Healthy Vision for the Future

As Apis India Limited celebrates this milestone, the company remains committed to enhancing its product portfolio and expanding its reach. With a focus on health and consumer well-being, the brand aims to continue its journey as a frontrunner in the honey and healthy food market.

In closing, the award serves as an inspiration for the entire Apis team to uphold its mission of delivering wellness, purity, and excellence in every jar of honey. Congratulations to Apis for this well-deserved recognition!

Prioritizing Women's Wellness by Using Ayurvedic Wisdom

n today's fast paced world of immense Internet Connectivity, the world we live in, seems to have shrunken into our fists, or fingertips! We reach from Sri Lanka to India in less than an hour whereas talking to our neighbours takes us months. Though we have all the conveniences, time feels like Sand, slipping away with each time we try to hold it. We want to achieve everything at the level of perfection.

In times when women were not given the right to educate, they had no choice but to be at home catering to just homely things Then came a time when education was prioritized thanks to our women leaders who started building up better generations. They evolved into financially inferior & largely stable human beings, yet juggling between home and work. There was more work & less support. This came to a point of severe discomfort as women started with developing glucose imbalance issues, PCOD, infertility, painful periods, weight issues, anxiety and depression. The struggle is real. Adding age-wise or stage-wise hormones issues into this chaotic pattern with disturbed sleep, more stress and imbalanced untimely diet became a global suffering.

This was the time, also around when Covid-19 happened, that women started looking back to their roots. They found majority of them written in an authentic evident-based medically researched textbooks of eastern medicine-Ayurveda. Ayurveda originates from India, a land where every State has a geographical and morphological variation. India is seen as the country of colours and you can see this great variation even in the fruits and vegetables that grow specific to Indian states. Every state has specific herbs which help in gaining life-balance through particular foods that help sustainability of life.

It is often overlooked that we work the best when we are relaxed. Unlike our primitive selves where humans needed to go to hunt, and work harder or sprint to catch food faster; now we live in time where technological apps to teach us to relax and take life slower. We are now struggling to find a balance between going fast



& slow like- walking uphill a Monastery- exhausting yet exhilarating both at the same time.

With so much happening on the outside, women need to pause, and look inwards to find their centre of unwavering balance deep within them. We have heard of 'Me Time' which is usually taken as some time one needs to take away from their day to do something that they enjoy doing. Those hours are fully their own and they must focus on themselves doing whatever they like- be it watching a show, sleeping, reading, going for a walk, a

I am introducing to you, a new concept of "Mindful Me Time'. Refreshingly this lets a woman focus on every task she does by pausing to take a minute to herself. In that minute she can decide, pause & turn inwards. Just to herself. Like a self-check in. She can access her emotions & well-being. If there are negativities built up, this 1 minute can provide her time to listen to her gut & take the right call. This minute can me used to the max if she takes deep breaths, or gets outdoor to see horizons or just close her eyes & sit comfortably just enjoying her own company. Her inner compass will guide her well when she willfully calls upon her power of intuition. Isn't this amazing? Even while writing this article, I have goosebumps. I have used this technique myself, & this works miraculously.

Stress levels and Hormonal responses:

Knowing your own mind-body constituency, known as individualistic "Prakruti' in Ayurveda, is a good place to start knowing your own body. You can then selfaccess stress levels and your own hormonal responses. Hormones talk to you, only if you are ready to listen to them first. These are not just mood swings, but internal chemical reactions that go inside our body throughout the month. Our responses to stress are often dependent on them! Let us accept that fact, foremost.

To feel intemally good tools such as Meditation, Yogasanas, Ayurvedic Seasonal Therapies and a balanced approach towards diet and lifestyle are essential. I saw my mother doing Yogasanas for maintaining her flexibility while we, her kids were growing up. Though I didn't take it seriously back then, I realized that we often take the preventive aspects of health, for granted. This then piles up into a disaster & one day it starts digging holes into our pockets in the form of premium health insurance or heavy hospital bills.

Ayurveda has a very individualistic approach to understanding the physical, physiological and psychological aspects of a human being. For eg: eating a sweet laddoo, might give you mental happiness and instant glucose in the blood. It will also give your brain a gush of power and refresh your taste buds.

If you eat this laddoo at breakfast, it will give you more energy for the day. If you eat it post meal, it will make you feel more lethargic. So, Prioritizing, WHEN to eat certain things is more important.

- 3 Golden Rules for Maintaining Great Gut-Brain health: satisfaction, energy & not cause weight gain.
- 2. Fill out your journal of gratitude by thanking your Heart first thing in the morning (as it worked the whole night for you). Thank your Brain last thing at night (as it was burning for you the whole day)! They both deserve it.
- 3. Go for a walk or do any one of your favorite physical activity for atleast 20 mins in a day, out in the open! Breathe in fully, and get your happy hormones going.

I am born in a family of very strong women. My grandmother at the age of 85 still makes incredible artificial flowers out of anything! That is her Ikigai! She stays happily occupied for almost 16 hours a day! And sleeps for the remaining 8. She is the one who says-Women need to have hobbies that keep them happy throughout their lives. Once your career, family responsibilities and everything passes, you are left on your own. So 'knowing your thing' which is purely and I solely yours, and can make you happy forever.

Prioritizing that, I have seen my mother who is a her jewellery making skills. Similarly, I dance my heart out. Be it any tune. This liberates me.

Posing a question to you - what is that one thing as a woman, that would YOU keep doing which exuberates happiness from within you? A woman's happiness is her basic life need, not a luxury. And it starts when you prioritize your own physical- psychologicalphysiological health beyond anything. If you keeps well, the entire family automatically will. Choice is yours. Hope you choose wisely.

Dr Devika Deshmukh MD Ayurveda (Panchakarma)

Medical Director: Kerala Ayurvedic Clinic Vile Parle East, Mumbai. drdevikakac@gmail.com

MR. DAWINDER PAL

HONORED AS 'MARKETER OF THE YEAR' AT TIMES APPLAUD TRENDSETTERS AWARD 2025

Mr. Dawinder Pal, Head of Marketing at Bonn Group, has been crowned "Marketer of the Year" at the prestigious Trendsetter Awards 2025, hosted by Times Applaud. The award was presented by the esteemed Bollywood actress Soha Ali Khan at a ceremony that brought together industry stalwarts and innovators.

The **Trendsetter Awards 2025**, celebrates **excellence and innovation** across industries, shining a spotlight on individuals and organizations that redefine benchmarks in their respective fields. This year's ceremony was an inspiring showcase of transformative ideas, exceptional leadership, and game-changing strategies.

Mr. Pal's recognition as Marketer of the Year celebrates his visionary leadership and innovative marketing. With over a decade in the FMCG industry, he has expertly blended creativity with data-driven insights, driving remarkable growth for the brands.

Under his guidance, Bonn, known for its iconic tagline "Bread Matlab Bonn," has expanded its product range, strengthened its digital presence, and engaged consumers with impactful, out-of-the-box campaigns. Another shining example of his skills is the "Crunch Bole Toh Americana" campaign for Americana Coconut Cookies, which became a crowd favorite, resonating with audiences through its witty storytelling and relatable messaging.

In addition, his marketing strategies extended beyond Bonn's core offerings, contributing to the success of **House of Veda, an organic wellness brand** under the Bonn Group umbrella. By promoting products like organic teas, cold-pressed oils, and Gir Cow Ghee, House of Veda has positioned itself as a trusted name in holistic wellness, tapping into the growing demand for organic and sustainable living.

Commenting on the accolade, Mr. Pal said: "This award is not just a personal achievement but a reflection of the incredible team at Bonn Group, whose tireless efforts have made every campaign a success. I am deeply honored to receive this recognition at such a prestigious platform and am committed to continuing the journey of innovation and excellence."

About the Trendsetter Awards 2025

The **Trendsetter Awards 2025** served as a beacon of inspiration, bringing together **trailblazing brands and leaders** from diverse industries under one roof.



Organized by **Times Applaud**, the event recognized outstanding contributions that have set new standards in their categories, encouraging others to follow suit. This year's event was graced by luminaries and thought leaders from across the business world, and the presence of Bollywood actress Soha Ali Khan added an extra touch of glamour to the evening. As she presented the award to Dawinder Pal, she praised his **innovative spirit** and **dedication to excellence.**

ProQuest IsoQuest

WINS PRODUCT OF THE YEAR 2025 AT TIMES APPLAUD TRENDSETTER AWARDS 2025

ProQuest Nutrition has reached a significant milestone in its journey of redefining sports nutrition. The brand's flagship product, ProQuest IsoQuest Isolate Whey Protein—was honored with the prestigious Product of the Year 2024-25 award at the Times Applaud Trendsetter Awards 2025, an event that celebrates excellence in innovation and leadership. This event is dedicated to celebrating the contributions of digital creatives who inspire, entertain, and engage mass audiences.

The award was presented by none other than the iconic actress and wellness advocate, **Soha Ali Khan**, making the moment even more special.

This recognition reaffirms **ProQuest IsoQuest** as a game-changer in the sports nutrition market, offering athletes, fitness enthusiasts, and health-conscious individuals a perfect blend of performance and gut health.

ProQuest IsoQuest: Fueling Performance with Gut-Friendly Innovation

ProQuest IsoQuest Isolate Whey Protein is not just another protein powder; it is the result of relentless research and a commitment to creating products that meet the evolving needs of the fitness community. The product's unique formulation combines 27g of premium whey protein isolate per serving with the added benefits of probiotics and digestive enzymes, setting it apart in the crowded sports nutrition space.

Key Features That Set IsoQuest Apart:

- **Premium Protein Power:** Delivers 27g of highquality protein per serving, supporting muscle growth, recovery, and repair.
- **Probiotic Benefits:** Incorporates gut-friendly probiotics that promote healthy digestion, boosting overall well-being.
- Enhanced Digestive Support: Contains digestive enzymes that improve protein absorption, ensuring you get the most out of every scoop.
- **Delicious Flavor:** Available in a Milk Chocolate flavor that's as delightful as it is effective.
- Convenience & Versatility: Easy to mix and enjoy, IsoQuest is perfect for busy lifestyles, making it an ideal partner for fitness journeys.



Akansha Nagar Sethi, Managing Director of ProQuest Nutrition PVT LTD, expressed her gratitude for the recognition: "Winning the 'Product of the Year' award is a testament to our commitment to innovation and quality. At ProQuest, we believe in creating products that empower individuals to achieve their fitness goals while promoting holistic health. IsoQuest is a reflection of our vision to integrate performance with wellness, and we are humbled by the trust and love our customers have shown us."

Adding to this, **Sunil Sharma**, **Business Head of ProQuest Nutrition PVT. LTD.**, said:

"This award validates the hard work of our entire team and reinforces our dedication to bringing cutting-edge nutrition products to the market.

IsoQuest is not just a product—it's a movement towards smarter, more effective fitness solutions. We will continue to push boundaries and inspire healthier lifestyles across India."

ProQuest Nutrition's victory at this prestigious platform marks a new chapter in its mission to empower individuals to lead healthier, fitter lives. With IsoQuest leading the charge, the future of sports nutrition looks more promising than ever.

For more information about **ProQuest IsoQuest Isolate Whey Protein** and other innovative products, visit **www.proquestnutrition.com**

DR. ABHISHEK GILARA

A VISIONARY ENTREPRENEUR



r. Abhishek Gilara is a dynamic entrepreneur leading Rambhajo's transformation in luxury jewelry and premium real estate. With a strategic mindset, deep industry knowledge, and relentless determination, he aims to redefine India's luxury landscape.

Jewelry Business Expansion

Abhishek is spearheading the automation of jewelry manufacturing, enhancing precision and quality. His vision includes launching five ultra-luxury showrooms for bespoke bridal collections and expanding Rambhajo to 300 showrooms across India, inspired by industry leaders like Tanishq.

Real Estate Ventures*

Beyond jewelry, Abhishek is strategically investing in high-value real estate projects, ensuring diversification and long-term resilience for Rambhajo.

The Man Behind the Vision

A firm believer in discipline and lifelong learning, Abhishek is pursuing a Doctor of Business Administration (ESGCI), a Leadership Program (Cornell University), and an Advanced Strategies Management Program (IIM). He maintains peak productivity through a rigorous fitness regime and spiritual grounding, drawing wisdom from mentors like Premanand Ji.

Thought Leadership & Influence

An author of multiple books, including Reflections of Life, Abhishek shares insights on business and personal growth. He actively engages in high-impact networking circles and follows global thought leaders like Tony Robbins and Marshall Goldsmith.

A Vision for the Future

With innovation, excellence, and a clear roadmap, Dr. Abhishek Gilara is set to revolutionize India's luxury industry, building a lasting legacy through Rambhajo's expansion and transformation.

DARSH SHHAPARIA

EMPOWERING YOUNG MINDS THE JOURNEY BEHIND THE MILLIONAIRE MINDSET

he Millionaire Mindset: A Young Visionary's Guide to Financial Freedom" The Millionaire Mindset is not just a book; it's a vision designed to empower young minds to take charge of their financial futures with confidence and clarity. In a world where financial literacy often takes a back seat in education, this book serves as a stepping stone to bridge that gap. It's a guide, a mentor, and a source of inspiration for young readers to understand, manage, and grow their financial potential.

At the tender age of 12, I've been blessed to channel my passion for financial literacy into something meaningful, something that I hope will inspire and benefit many young learners like me. This journey has been a personal dream, born out of a desire to create awareness about the importance of managing money wisely and building a strong foundation for a secure financial future. I believe that financial independence is not just a destination but a journey of learning, discipline, and informed decisions.

This book would not have been possible without the unwavering support, encouragement, and inspiration I've received from the key people in my life. My parents, Dr. Sheetal and Mr. Mayur Shaparia, have been the pillars of my journey. Your constant belief in my abilities and dreams has provided me with the strength and determination to pursue this vision. I am forever grateful for your guidance and unconditional love, which have been my foundation throughout this process.

The Millionaire Mindset delves into the fundamentals of money management, breaking down complex financial concepts into simple, relatable ideas for young readers. It starts with the history of money, helping readers understand how currency evolved and why it plays such a vital role in our lives today. From there, it explores the basics of budgeting and saving, emphasizing the importance of developing these habits from an early age. The book also introduces the concept of making smart investments, empowering young minds to think about how to grow their money responsibly and sustainably.

Beyond these essential lessons, the book highlights the value of generosity and giving



Darsh Shhaparia with Legend Shri Chetan Bhagat Sir

back. I strongly believe that true financial success is not just about accumulating wealth but about using it to make a positive impact on the world. By understanding the power of giving, we cultivate a sense of responsibility and empathy, traits that are just as important as financial acumen.

This book is a testament to the idea that no dream is too big and no age is too small to begin working towards it. Whether you aspire to save for your education, invest in your first business, or contribute to a cause you're passionate about, this book provides you with the tools and mindset needed to succeed. Through its pages, I hope to inspire young readers to dream big, think smart, and take steps towards financial independence.

I dedicate this work to every young learner who dares to dream of a brighter future. Thank you to all who believe in the vision of a young boy who dreams of a financially literate world. Your support means everything to me.

CHRONICLES OF ECONOMIC DIPLOMACY BY

DR. ASIF IQBAL



r. Asif Iqbal, President of the Indian Economic Trade Organization (IETO), recently launched his book, Chronicles of Economic Diplomacy, in Mumbai. The event was graced by renowned author Mr. Chetan Bhagat, who unveiled the book and shared his thoughts on its significance.

In Chronicles of Economic Diplomacy, Dr. Iqbal shares his extensive experiences in fostering economic ties across various nations. The book delves into his journeys through Africa, the Gulf, the Middle East, and the Caribbean, offering readers a blend of personal anecdotes and professional insights. He provides a vivid portrayal of the challenges and rewards associated with building international relationships, emphasizing the importance of collaboration between industries and academia.

Throughout his tenure, Dr. Iqbal has led numerous delegations to strengthen India's economic relations globally. His engagement in Africa has been particularly significant, where he has worked closely with governments and businesses to foster trade partnerships. In Gabon, he engaged in discussions on agriculture, mining, healthcare, and commodity trading. In Malawi, he led a business delegation focusing on renewable energy, pharmaceuticals, and trade expansion, while in the Namibia, Zimbabwe, Malawi, his efforts opened opportunities in solar energy, agriculture, and industrial machinery. His visit to Mauritius promoted business collaborations in hospitality, Ayurveda, and eco-friendly manufacturing. Additionally, in Tanzania, he facilitated trade expansion in agribusiness and pharmaceuticals, while in Rwanda, he encouraged investments in infrastructure, tourism, and education.

In the Gulf and Middle East, Dr. Iqbal has played

a vital role in strengthening India's economic ties with the Arab world. His delegations to the United Arab Emirates (UAE) & Abu Dhabi have facilitated trade discussions on technology, real estate, and finance. In Saudi Arabia, he promoted partnerships in healthcare, tourism, and trade infrastructure, while in Qatar, he encouraged collaborations in energy, construction, and education. His discussions in Oman helped strengthen bilateral trade relations in mining and manufacturing, and in Kuwait, he explored joint ventures in the food processing and petrochemical industries. In Tunisia, he played a key role in signing MOUs for cultural cooperation and trade promotion for olives and dates trade directly with India, further deepening India's engagement in the region.

Dr. Iqbal has also contributed significantly to fostering India's trade relations with the Caribbean. His engagement with Jamaica focused on business expansion in tourism and agricultural exports. In Ecuador, he played a crucial role in opening a trade office in Bangalore to boost India-Ecuador relations. His discussions with officials in the Cuba facilitated trade and investment policies, while his visit to Surinam and Guyana encouraged collaboration in cultural exchange and business development. In Barbados, he explored opportunities in fintech and renewable energy, reflecting his commitment to expanding India's presence in emerging markets.

Speaking at the book launch, Dr. Iqbal remarked, "Economic diplomacy is not just about trade; it's about understanding cultures, building trust, and creating sustainable partnerships that benefit all parties involved." His extensive travels and diplomatic engagements have not only strengthened economic ties but have also fostered a deeper understanding of the interconnectedness of global economies.

World Record Holder Dr. Saransh Jain Launches His Revolutionary Book 'A Key to Intimacy'



ucknow, India – Marking a significant milestone in the field of sexual health and education, **Dr. Saransh Jain**, an internationally acclaimed and world recordholding sexologist, launched his much-anticipated book, 'A Key to Intimacy'. The book, written to empower individuals with accurate knowledge about sexual wellness, aims to debunk common myths and misconceptions while promoting healthier relationships and intimacy.

The event was graced by celebrated author Chetan Bhagat, who unveiled this groundbreaking work that aims to educate individuals on sexual wellness, bust myths, and promote healthy relationships.

About Dr. Saransh Jain: A Visionary in Sexual Health

Dr. Saransh Jain, Managing Director and Head of the Department of Sexology at Dr. S.K. Jain's Burlington Clinic & Hospital, is one of the world's most celebrated names in sexual health. With his groundbreaking contributions to the field, he has been recognized globally as one of the **best sexologists**. His work has earned him numerous accolades from countries like India, the USA, the UK, Dubai, and six other nations, cementing his place as a leading authority in the field.

Dr. Saransh Jain holds multiple world records, with mentions in the **World Book of Records**, **Asia Book of Records**, and **India Book of Records**. These achievements highlight his expertise and unwavering dedication to addressing complex sexual health issues and improving the lives of millions worldwide.

The Legacy of Dr. S.K. Jain's Burlington Clinic & Hospital

Dr. Jain's work continues the 100-year legacy of *Dr*. *S.K. Jain's Burlington Clinic & Hospital*, a name

synonymous with trust and excellence in sexual health. Under the leadership of **Dr. S.K. Jain**, the Founder and Director, and **Dr. Saransh Jain**, the clinic has revolutionized sexual health care in India.

Due to the overwhelming demand from people across the country, the clinic has now expanded its reach to Mumbai. The new branch, conveniently located near Matunga Railway Station, aims to serve patients from various regions of India, offering them access to expert care and treatment.

"Expanding to Mumbai was a natural step," shared Dr. Saransh Jain. "We've received countless requests from people in Mumbai and neighboring regions, and this new branch allows us to provide the same trusted care to a wider audience."

About the Book: 'A Key to Intimacy'

Dr. Saransh Jain's latest book, 'A Key to Intimacy', is more than just a guide—it's a transformative roadmap for anyone seeking to improve their understanding of sexual health and intimacy. The book addresses various stages of life, including:

- For New Mothers: Things to check for newborns to ensure proper development.
- Teenagers: How to deal with challenges during adolescence and early sexual experiences.
- Pre-Marital Guidance: Handling myths and concerns about pre-marital sex.
- For Newlyweds: Tips to build intimacy and maintain a healthy relationship.
- Later Stages of Life: Guidance on reigniting passion and maintaining wellness in older age.

"In today's digital age, misinformation about sexual health is everywhere. Social media and online influencers often spread myths that confuse people. This book is my effort to provide clear, factual, and practical advice," said Dr. Jain.

Contact Information: Take the First Step Towards Wellness

Whether you're looking for expert advice or comprehensive treatment, Dr. S.K. Jain's Burlington Clinic & Hospital is here to help you. You can call at +91 9695014444 or book online appointment at

www.drskjain.com YouTube Channel: @drskjains

Chetan Bhagat launches Amit Khetan's books on pharma and B2B digital marketing at a star-studded event in Mumbai.

mit Khetan, CEO of AfterFirst Media, a leading Digital Marketing Agency, had the privilege of having two of his debut books launched by the legendary author Chetan Bhagat.

Amit is an MBA (IIM-Ahmedabad, 2001-03), a TEDx speaker, an ex-Corporate Banker with Citibank, and a well-known expert on Digital Marketing.

His company, AfterFirst Media (www.afterfirst. com), is focused on helping Pharma & B2B companies get more leads, revenue, and branding with Digital Marketing.

Amit penned down his experiences with these industries in the form of these two books:

Digital Marketing for Pharma Companies: How Busy Leaders can Boost Leads, Revenue, and Branding in Just 30 Minutes a Day

Digital Marketing for B2B Companies

These books are actionable playbooks, with specific information on:

- How companies can align their corporate website, SEO, SEM, and Content Marketing to grow their companies
- How they can use B2B social media for Lead Generation & Branding
- How they can use emerging technologies like AI for Efficiency & Growth

In addition to being a celebrated author, screenwriter, motivational speaker, and more, Mr. Bhagat was named one of the world's 100 most influential people by Time Magazine. He is a major influence on the literary landscape in India and around the world.

As Mr. Bhagat is also from the 1997 batch of IIM-Ahmedabad, his support for Amit, by way of this launch highlights the growing recognition of digital transformation in the B2B and the Pharma sector.

Amit has been a part of the Digital Marketing landscape since 1998. After IIM-A, he had successful senior-level stints with Citibank. He then started AfterFirst Media to drive Digital Transformation for Pharma and other B2B Companies.



AfterFirst Media has several firsts to its name. e.g.

- A) The only Digital Marketing Agency worldwide to qualify for and exhibit at the prestigious CPHI Milan, Pharma's pre-eminent trade event.
- B) The only agency from India to win the "Web Excellence Awards - S12", which are based out of Basel, Switzerland

In addition to being a TEDx speaker, Amit has delivered keynotes on Digital Marketing at several forums, including TiE, Ganpat University, MICA, and AMA.

Through these books, Amit simplifies digital marketing strategies for Pharma and B2B companies, helping them enhance their leads, revenue, and branding with actionable tips written in plain English.

With these milestones, Amit Khetan continues to position himself and his company, AfterFirst Media, as thought leaders in Pharma and B2B Digital Marketing. He helps such companies navigate the complexities of the digital world with effective growth strategies.

Amit can be reached at:

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Nutrela Wins Trendsetter Campaign of the Year at Trendsetter Awards 2025



Nutrela Honored with the Prestigious Trendsetter Campaign of the Year Title

At the Trendsetter Awards 25, Nutrela, a name synonymous with trust and nutrition in Indian households, was awarded the Trendsetter Campaign of the Year title. Recognized for its innovative and impactful campaign, "India Ko Strong Banate Hain, Nutrela Khate Hain", Nutrela has once again proven its leadership in the FMCG industry.

About Nutrela

For nearly four decades, Nutrela has been a trusted companion in kitchens across India. As the market leader in soya chunks, the brand has consistently delivered unmatched quality, taste, and nutrition to millions of households. Nutrela's product range promotes a protein-rich diet, making it an essential ingredient for a healthier and stronger India. From soya chunks to its versatile offerings, the brand continues to innovate and cater to the evolving needs of families nationwide.

Quote from the Management

"We are honored to receive the Trendsetter Campaign of the Year award", Managing Director of Nutrela. "This recognition reflects our dedication to promoting health and wellness through innovative campaigns and high-quality products. It strengthens our resolve to continue being a trusted partner in the journey toward a stronger, healthier India."

About the Trendsetter Awards 25

The Trendsetter Awards 25 is a prestigious platform that celebrates **excellence and innovation** across industries. The awards recognize outstanding contributions and achievements that set new benchmarks, inspiring brands to strive for greater heights in their respective domains.

Nutrela's win highlights the power of connecting with consumers through meaningful campaigns that resonate with their values, aspirations, and health goals.

VISUAL ARTIST SHWETLANA MEHTA



isual artist Shwetlana Mehta has created a niche for herself in the realm of Contemporary art, her body of work sets her apart through the portrayal of her unique creations. Shwetlana completed her formal education from The School of Visual Arts in New York City. Time spent in New York City assisted her in achieving a diverse skillset and strong foundation in fine arts. Shwetlana's body of work peers into uncharted territories of mystery and beauty. Her artistry has been showcased in several prestigious exhibitions, each exhibit displaying her ability to depict powerful emotions through her work.

Shwetlana Mehta was recently awarded with the Certificate of Appreciation for "Visual Artist - For Outstanding Contribution as Excellence in Visual Arts" by Icons of India on 19th October 2024 in Mumbai, India. On being asked about her feelings at the Award function, Shwetlana Mehta stated "I am

extremely grateful for receiving this recognition and for my achievements being recognized amongst the other talented individuals who were also bestowed upon this award". Shwetlana's talent was recognized yet again as this is fourth award bestowed upon her in the year 2024.

Shwetlana Mehta's evolving body of work is displayed on various platforms. You can view her portfolio through her website (https://www. shwetlanamehta.com) and keep up with her studio practice through her art focused instagram account (@shwetlanamehtaart). Mehta's body of work draws the audience and captivates them into her enigmatic world, filled with beauty and emotion. Shwetlana Mehta continues to strive and further etch her name in the world of Contemporary art through her intricate, thought provoking and captivating creations.

ZAREEN SHAIKH

FOUNDER OF DIGIMARKETERZ

areen Shaikh, a trailblazing Digital Marketing Consultant and Coach, is the dynamic force behind Digimarketerz. With over 11 years of extensive industry experience, Zareen has established herself as a thought leader in the digital marketing landscape. Her journey, fueled by innovation and passion, has seen her train more than 5,000 students and form strategic partnerships with over 450 clients globally.

Founded in Mumbai, Digimarketerz has grown under Zareen's expert leadership into a globally recognized digital marketing agency. Her vision and foresight led to the successful expansion of operations to Dubai in 2022 and New Jersey in 2023, strengthening the company's international footprint. Zareen leads a team of 25 talented professionals, delivering top-notch solutions tailored to meet the diverse needs of businesses.





Zareen specializes in areas like SEO, social media marketing, paid advertising, influencer marketing, and content creation. Her workshops and masterclasses, including those conducted at prominent venues like Latifa Tower, WTC, empower professionals and business owners with actionable strategies to thrive in the digital age.

What sets Zareen apart is her unwavering commitment to staying ahead of industry trends and her ability to simplify complex concepts for her audience. As a mentor and coach, she not only provides expertise but also inspires others to achieve their business goals.

Zareen Shaikh's entrepreneurial journey exemplifies determination and excellence, making her a true pioneer in the field of digital marketing.

HOROSCOPE FOR THE MONTH OF **FEBRUARY 2024**



February 2025 is a good time to start fresh with new people. Networking and collaboration should be given attention to enhance career prospects. Candidates may get a job through word of mouth. Do not hesitate to share new ideas. In love, singles might meet an interesting person at a party or any social or community event; hence, there should be a willingness to engage in new conversations. Committed Aries, it's time to be sentimental and buy something for your partner. Favourable days this month are the 5th and 19th, with red as your favourite colour.



Taurus

This is a month to work towards something that may take time to be accomplished but is achievable. Candidates can get a job after a long search, and employees can get new tasks or opportunities to demonstrate their leadership qualities. Stay steady and confident. In matters of love, singles could meet someone inspiring at work or during a business meeting -let your charisma come out. This is a good time for those in relationships to ensure that your future goals are in harmony with your partner's. Your lucky days are Thursday and Sunday; earthy green would be lucky for you.



Gemini

February 2025 offers the opportunity to learn and develop. This is a great time to travel, learn something new, or even engage in spiritual activities. Candidates can look for opportunities in the global or education sectors, while employees might be offered opportunities to participate in training that would further their knowledge. In love, singles might find an interesting partner during a journey. Loyal Geminis should go on a vacation or have meaningful conversations to enhance the relationship. Favourable days are the 11th and 22nd; your favourable colour is blue.



Cancer

February 2025 is the time of personal growth and reflection. This is a month to return to your goals, release what is not beneficial, and welcome change. Candidates can discover positions in research or finance, whereas workers can discover success by solving issues and demonstrating the capacity to do this. Stay patient and resourceful. In love, singles may meet an interesting person, and there is something which feels like a predestination. Couples should use this time to be sincere and work on their trust. Favourable days are the 10th and 24th, while your lucky colour is maroon.



February 2025 is about cooperation and teamwork. This month, your strength is collaboration, especially in interpersonal or business relationships. Candidates could look for a job, while employees should develop a better rapport with co-workers or clients. In love, singles may come across an interesting person through friends or work; this is a good time to accept invitations. Loyal Leos, strengthen your connection by spending time with your partner. Your lucky days are the 12th and 28th, and your lucky colour is gold.



Virgo

This is the month to declutter your daily routine and pay attention to the effectiveness of the work. Candidates can look for jobs in healthcare or administration, while employees can differentiate themselves by improving their skills and proving commitment to detail. It will not escape the notice of others that you are a conscientious worker. In love, singles may meet a partner during a workout or while doing sports, so it is appropriate to begin conversations. For the committed, pay attention to your other half - your actions will deepen the connection. 15 and 26 are your lucky numbers, and the lucky colour is navy blue.

February Monthly Horoscope 2025: Let us unveil the astrological predictions for this month for all the zodiac signs.



It is now the time to engage in what you love doing and have fun. In career, job seekers may find success in creative fields or positions which will enable them to be unique. Employees take risks, may be rewarded, or may result in new opportunities. In love, singles could meet an interesting person at a party, a club, or a hobby, so do not be afraid to get involved. For those in relationships, set a date in a lavish location. You will likely find your charm on the 7th and the 21st, and your lucky colour is pink. Family relationships have become warmer and more joyful this month.



Scorpio

February 2025 is all about home and feeling rooted. It is a month to take care of oneself and bring order to the environment and one's life. Candidates may get real estate or hospitality jobs or any caregiving job. At the same time, employees may be able to work on tasks requiring attention to detail and a methodical approach. In love, people can meet their potential partners through relatives or at a small party, so accept the introduction. For those in relationships, this is the best time to work on emotional connection - takeout and spend quality time at home. Your lucky days are the 9th and 25th, and your calming colour is white.



Sagittarius

2025 February is about communication and connections. This month, set your goal to improve your communication skills and to be more innovative. Candidates may look for writing, media or networking jobs, and employees may also use this to convince their bosses about their ideas. In love, people can find an interesting partner at a party or through friends, so do not ignore communication. Couples will benefit from this by effectively communicating with their partner, such as discussing their dreams and goals. Your lucky days are the 11th and the 23rd, while yellow is your bright shade of luck



Capricorn

February 2025 focuses on financial security and identity. This is the time to build your resources and map the longterm objectives. Job applicants may find jobs that provide a constant and stable income, while on the other hand, the employees may help prove their stable character and sound financial skills. The money invested this month will be productive. In love, singles may be attracted to a pragmatic approach to life. It is a perfect time for the people in a relationship to engage in meaningful discussions about your goals. Your lucky days are the 14th and 27th, with brown as your lucky colour.



Aquarius

You will feel quite self-assured and unique in February 2025. You will be prompted to enter the driver's seat and welcome change this month. Candidates can market themselves to the employer with creativity; employees can be rewarded by recognising their leadership skills. Follow your gut feeling when making big choices. In love, singles will not have to chase attention, so do not shy away from meeting a person who will love you for being unique. Committed Aquarians need to rekindle the flame and organise an exciting date. Your lucky days are the 9th and the 20th, and your colour of brilliance is silver.



February 2025 urges you to go within and transform. This is the month to take care of oneself and leave behind all the previous worries. Candidates might enjoy careers in the helping professions or less visible areas, while workers may need to plan for future accomplishments. In love, singles may find an interesting partner in a spiritual or healing arena and feel the chemistry. Loyal Scorpios, it's time for a vacation; plan the destination with your partner. Your lucky days are the 7th and the 19th, and your calming colour is lavender.