

NUTRICHARGE LEADS THE WELLNESS WAVE

FIVE BEST LEADERSHIP LESSONS

- Choose your business partners carefully
- No compromise on quality
- There are no shortcuts to success
- If you mis-sell you have a transaction but if you sell right you have a customer for life
- Value the relationship with your employees and customers

CHANGE AND INNOVATION

One of our greatest challenges has been persuading people that the Indian diet is lacking in vital nutrients and that dietary supplements are necessary.

As a nutraceutical company, we also need to dispel some existing myths-like what does "wellness" actually mean. Majority of the Indians take medicine on falling ill, and seldom practice preventive healthcare, and the rest rely on sub-standard supplements. We have introduced the Nutricharge PVMF breakfast that maximises the protein, vitamins, minerals and fibre (PVMF) and avoids the carbohydrates, water and fats that are abundant in the Indian diet.

Our recent awareness drive on body fat and muscle percentage, is one of the initiatives towards bringing about the change. For the first time in India, a brand has taken up a challenge to make the consumers aware about the right body fat and muscle percentage and we are conducting free body check ups for the same.

LARGE OPPORTUNITY SIZE SEGMENT IN NUTRACEUTICAL INDUSTRY

According to a study on 'Indian

Nutraceuticals, Herbs, and Functional Foods Industry: Emerging on Global Map,' jointly conducted by Assocham and RNCOS, India's nutraceuticals market is currently pegged at Rs. 19,000 crores. The industry is growing at a CAGR of 17%, which means a market that is likely to be Rs. 41,000 crores by 2020. Given our population and the emerging need for preventive healthcare, growth potential for the company in India alone is a hundred-fold.

IN DIRECT SELLING

According to a study, 'Direct selling has been in India for many years and it has seen tremendous growth over the last couple of years. Despite some challenges, the market has been growing at around 14%. Over the last five years, the



business has grown from Rs. 4300 crores to about Rs. 8000 crores last year. Over the next ten years, the business is estimated to grow from Rs. 8000 crores last year to around Rs. 64500 crores. Direct selling is the largest employer of women - 60% of direct sellers in India are women. So it fits well into the women empowerment theme that the government is driving. It is also a very strong 'Make in India' programme because most of the companies involved in direct selling business in India manufacture their products in India. About 40 lakh people were employed by the direct selling industry last year and it is expected to go up to 1.8 crores direct sellers by 2025, of which 10 lakhs will be women. Some of the top sectors for direct selling are consumer healthcare, which accounts

for about 31%; beauty and personal care which accounts for 29% and household wares and home furnishings which account for about 4%. Looking at our population we believe these numbers will surpass expectations.

NEW PRODUCT DEVELOPMENT: NEW BUSINESS OPPORTUNITIES

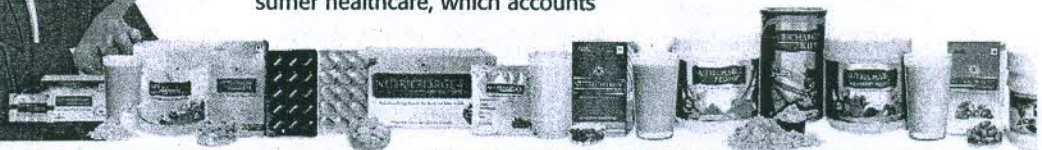
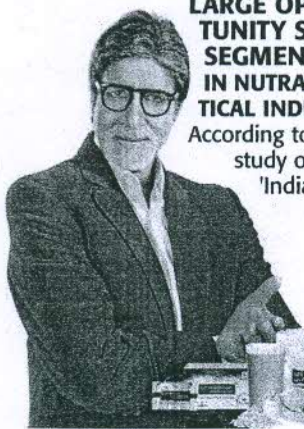
We have identified specific customer needs and we are also developing specific products to address these requirements. One of the latest development is a supplement specially formulated for pre-diabetics, and there are a huge number of people with this condition in our country. The supplement would help prevent the condition developing into full-scale diabetes.

For the first time in India, a state-of-the-art plant has been established in Sikkim to create vegetarian soft capsules with a monthly capacity of 3 crores. Being 100% vegetarian, we don't use animal source that is gelatin but an alternative vegetarian source of seaweed carrageenan. These vegetarian soft capsules can be consumed by all, while the scope of products made from non-vegetarian sources can be limited. We have tied up with FMC USA to bring in latest technology to manufacture these in our plant.

BUSINESS MODEL UNIQUE, SCALABLE AND PROFITABLE?

Our formulations are 100% vegetarian, made for India and hence products are customised to Indian dietary requirements, unlike international products that are same for international and Indian markets.

The business model is built on two strong partnerships. One is with Ipca Laboratories, who provide the scientific inputs to the business and the other with RCM, the direct selling organisation that handles distribution. This strategy has also





Director and CEO, Corporation Bank, received the award from Arjun Ram Meghwal, Union

Minister of State for Finance, at the 12th Annual Banking Summit.

Awards for Corporation Bank

Corporation Bank bagged three runner-up awards under Social Banking Excellence Awards instituted by The Associated Chambers of Commerce & Industry of India (ASSOCHAM). The bank bagged the awards for Agriculture Banking, Priority Sector Lending and Best Social Bank under Large Bank category for 2016. Jai Kumar Garg, Managing

Bollywood Without Borders

How the Hindi film industry has found both fans and revenues in foreign shores, writes Aekta Kapoor

It's a sunny morning in Istanbul as you step on to a bus outside the Hagia Sophia in the older part of the city. The young bus conductor asks if you are Indian. You nod in reply. "Ah," he beams. "I love Amir Khan. I saw *Lagaan* 11 times." The scene is repeated in Copenhagen ("You are Kapoor? Kareena Kapoor?"), Cairo ("Amrisha Bachchan? You know him?") and Toronto, where the entire city is lit up with posters of the International Indian Film Academy (IIFA) awards, screaming fans through event venues leading to never-seen-before traffic jams, and non-Indian cabbies can only shake their heads in wonder. "Your Shah Rukh Khan must be bigger than Hollywood."

Bollywood is a surprisingly effective ambassador for brand India, sealing cultural ties and building bridges. The adulation for the industry is bolstered by the stars who are hero-worshipped by adoring fans worldwide. Wherever they go, business opportunities follow. Hindi cinema, or Bollywood, accounts for only 15% of all films made in India, but it contributes 43% in terms of box-office collections by language, according to a study by ASSOCHAM-DeLoitte.

"It is India's cultural export that carries the world. Whether it is street children in Addis Ababa who have memorised Bollywood songs, or connoisseurs in Beijing or Moscow or Santiago, people everywhere flock to Bollywood," says Vikas Swarup, ambassador-designate to Canada, former spokesperson of the Ministry of External Affairs and author of *Q&A*, which was adapted into the Oscar-winning film *Slumdog Millionaire*. "There's a certain magic at why we communicate our stories that has a global appeal. Without that, you could not have had a *Dangal* break into the top 10 globally."

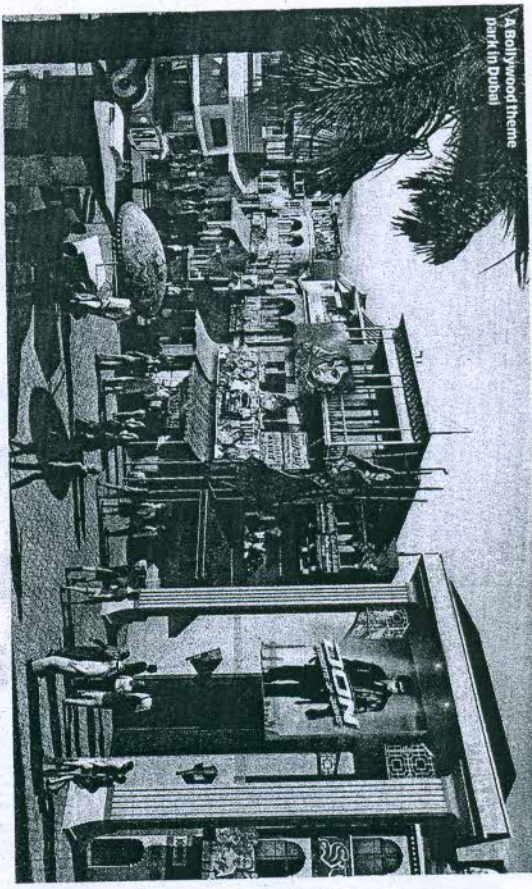
Is part of the "India@70" celebrations in 2017, Swarup roped in award-winning documentary filmmaker Yasmin Khatwa to produce *Filmistan*, an hour-long documentary film that will be showcased at film festivals in India and worldwide. Releasing this month, the film has top names from the industry, such as Amitabh Bachchan and Shah Rukh Khan, talking about the medium and its star power.

FAN FOLLOWING
Priyanka Chopra, for instance, talks about shooting in New York and stepping forward to take photos with fans. "The Indian fans push out the poor Western guys," they're like, "Get out of the way! Mine!" she laughs, describing their possessiveness for their Indian icon.

Amitabh Bachchan has his own take on NRI audience. "You are talking about people who are physically very far from India. For those three hours (of the film) they are back home with their own people. So as a film actor, you are not an object to be loved, you are part of the family."

Actor Saif Ali Khan shares his expertise, his voice full of incredulity. "The whole arena is full of screaming fans, as if you are a rock star. One doesn't normally take oneself so seriously but when you are standing in Wembley stadium and talking of your shirt and looking at the crowd, it's quite surreal."

Valued at ₹13,820 crore in 2015, the Indian film industry is slated to touch ₹17,410 in 2017 according to a 2016 report by KPMG called "The Future Now: Streaming". It churns out over 1,200 films every year in 23 languages, and 2015 saw over a billion ticket sales, making it the most prolific film industry in the world, though it earns only a



A Bollywood theme park in Dubai

fraction of the revenue that Hollywood makes (see *The Indian Film Industry in Numbers*).

With more than 22 million non-resident Indians around the world, Bollywood filmmakers themselves woke up to the potential of wooing a global audience around the turn of the century, when Karan Johar and Aditya Chopra came out with *Dhruve Dulhania Le Jaaye*. *Kal Ho Naa Ho* and *Kuch Kuch Hota Hai*. "These directors gave NRI viewers the perfect mix of tradition, all-Indian values with a modern, westernised treatment," says Isha Rajput, trade analyst and TV

show host Komal Nahta. In *Filmistan*, SRK puts it succinctly: "When did those films, I think just packaged Indian values in a global language."

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Many blockbuster today can earn more than 30% of box-office revenue from international markets. The Amir Khan-starrer *PK*, considered one of the highest-grossing Bollywood films, garnered about 30% from non-Indian zones.

But it's not just how much revenue Bollywood generates at box offices abroad. It is also how much it earns in terms of foreign exchange when Hollywood and other studios outsource animation and sound-production work to Indian ones, says Swarup. For instance, the Walt Disney Company has a team of animators now working in India, a fraction of the cost they would charge in Hollywood. "The other plus is that Bollywood talent has gone global; actors like Deepika Padukone, Priyanka Chopra and Irrfan Khan are now working in Hollywood films. After his Oscar win, Resul Pookutty is considered one of the top sound designers in the world."

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The Indian Film Industry In Numbers (in ₹ crore)

2013	12,530
2014	12,640
2015	13,820
2016	15,870
2017	17,410
2018*	19,000

*Expected figures include domestic theatrical, overseas theatrical, cable and satellite rights, home videos, and ancillary revenue streams such as digital.

International Box Office (in ₹ crore)

2013	8,300
2014	960
2015	960
2016	1,140
2017	1,240
2018*	1,350

*Expected figures include domestic theatrical, overseas theatrical, cable and satellite rights, home videos, and ancillary revenue streams such as digital. Source: The Future Now Streaming 2016 by KPMG, India