



Chandigarh Chapter

April 2024



Dear Entrepreneurs,

Greetings !!

To begin with, I want to extend heartfelt wishes for a **Happy New Financial Year** to each visionary leader and member of our EOI Community - Chandigarh Chapter. Your dedication, resilience, and innovative spirit have not only shaped the success of your organisation but have also inspired those around you.

As we ring into this New Financial Year, I bring to you **3 Commandments of Leadership:**

- **Encourage Independent Thinking :** Leaders who encourage independent thinking and value diverse perspectives foster an environment of innovation and creative problem-solving within their organisations.
- **Foster Personal Connections :** By building personal connections and offering mentorship, leaders can unlock the full potential of their employees, understand their motivations and achieving collective success goals.
- **Empower Others:** Encourage personal and professional growth among team members and provide them opportunities for skill development. Successful leaders hire people with "Complimenting Strengths" and then "Empower" them to do what are best at.

May the coming year be filled with boundless opportunities, transformative breakthroughs, and the continued growth of both your professional journey and the vibrant communities you lead. Here's to another year of leadership excellence, collaboration, and unparalleled achievements.

Chale Chalo'

Your fellow Entrepreneur

Aseem Hanspal
Founder 'EOI'

What's Inside?



Takeaways from Learning Sessions



Memorabilia



Story of 2023's First Unicorn



Pankaj Khetan & Vaneet Garg



Stay Inspired & Check our recommendations to Read!

Learning Sessions



Building High Performance Teams

Key Takeaways !!

- Focus on the Issue and not on the Person.
- Engage with Team members & Maintain Constructive Relationship with them.
- Promote Collaboration and initiative oriented-ness to make things better
- Build Trust and Communicate with accountability.
- Ask right questions to make the Team Accountable - Put the 'Monkey' on their Back!
- Reward, Recognise and provide Development Opportunities.
- Delegate & Empower and Work with Strengths.

Engagement, Recognition, Empowerment and Development are the pillars upon which High Performance Teams are built

www.skopeindia.com

Building High Performance Teams

- By Aseem Hanspal

Aseem is a Strategy to Execution Expert and a Gallup Certified Coach. Instrumental in transforming 125+ Owner-Managed companies, he has successfully mentored 300+ Entrepreneurs across Singapore, Bangladesh & India. With an experience of 30 years, he is an Entrepreneur himself for 13 years.



Quality Leads to Excellence

- By Vineet Sharma

Vineet is a TQM and 6-Sigma expert with 35 years of experience in manufacturing as well as service industries and as diverse as Industrial raw materials to outsourcing services. His expertise lies in expertise lie in the 'soft' skills and development for organization-wide quality deployment initiatives. He is also Founder of VA Consulting for 8 years.



Quality Leads to Excellence

Key Takeaways !!

Principles of TQM

- **Customer Focus:** Meeting or exceeding customer expectations.
- **Total Employee Involvement:** Engaging all employees in common goals.
- **Process-Centered:** Improving processes for higher quality and performance.
- **Integrated System:** Aligning all aspects of the organization towards common goals.
- **Strategic and Systematic Approach:** Integrating quality into strategic planning.
- **Continuous Improvement (Kaizen):** Regular evaluation and improvement of processes.
- **Fact-Based Decision Making:** Take data-informed decisions
- **Communications:** Fostering open communication for feedback and transparency.
- **Long-Term Strategy:** Cultivate a well-managed, efficient organization focused on customer satisfaction

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Learning Sessions



Strategy that Works Key Takeaways!

Must Win : Focus on Growth !
Action Plan : **Commit to an Identity** - Let us Differentiate and Grow by being clear minded about what we can do Best.

Must Win : Pursue Functional Excellence !
Action Plan : **Translate the Strategic into the Everyday** - Let us Build and Connect the Cross-functional Capabilities that deliver our Strategic Intent.

Must Win : Recognise to drive Change !
Action Plan : **Put Culture to Work** - Build, Leverage & Celebrate combined Cultural Strengths

Must Win : Go Lean !
Action Plan : **Cut Cost to Grow Stronger** - Prune what doesn't matter to invest more in what does

Must Win : Become Agile and Resilient
Action Plan : **Shape Our Future** - Let us Reimagine our capabilities, Create Demand, and Realign our Industry on our terms.

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Strategy That Works

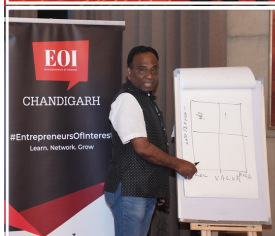
- By Aseem Hanspal



Building Brand YOU

- By Anand Pillai

Anand Pillai is passionate Transformative Leadership Coach, a TedX Speaker and an Independent Director at Logarithm HR. He has over 42 years of experience in IT and diversified Fortune 500 companies like Reliance & HCL, and has driven organizational change and intrapreneurship for over 1000 senior executives so far.



Building Brand YOU

Key Takeaways !!

- **Believe in YOURself:** Believe in yourself and accepting who you are, just the way you are made.
- **Discover YOURself:** Once you believe in yourself, embark on a journey of self-discovery. Gallup provides five simple tests to help you discover yourself
- **Reinvent YOURself:** Once you have discovered yourself, it's important not to remain stagnant. Continuously reinvent yourself to adapt to changing times and progress.
- **Let Go of YOURself:** Building a personal brand also requires letting go of certain aspects of yourself
- **Invest in yourself:** Make SPICE the way of your life. Invest in spiritual, physical, intellectual, and emotional well-being
- **Renew YOURself:** Continuous learning, renewal, refreshment, and reinvention are key to staying at the cutting edge of your personal brand at all stages and ages of your life
- **Be YOURself:** Authenticity is paramount when it comes to personal branding. Embrace and celebrate your unique qualities because no one else can be you

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Fitness in Routine

- By Mihika Wahhi Gupta

Mihika is a Fitness Coach and Founder of "Mission healthy with Mihika". She has over 10 years of experience as a Fitness influencer with more than 10k followers on Social media platforms. She is also a Marathon runner who is on a mission to spread the message that 'healthy is the new happy'. She strongly believes that being healthy and fit is not a fad or a trend - it's a lifestyle.



Fitness in Routine

Key Takeaways !!

1. Start with Small Steps toward building Healthy Habits. Consistency in efforts is the key.
2. Balanced Eating and a well-rounded diet is the Secret to overall health.
3. Practice Mindful Health and be conscious of your choices
4. Include Proteins in your diet.
5. Create routines & follow through religiously. Challenge the idea that there's no time for fitness.
6. Set Goals for Sustainable Fitness

Discipline, Mindfulness and Consistency are integral to building a healthy routine - No Pain, No Gain!



Deepan Garg

Managing Director

Ruchira Green Earth Pvt. Ltd.

Ruchira Green Earth is a leading company providing revolutionary Lithium battery storage solutions. They manufacture high quality batteries for electric vehicles, Solar street lights and Solar-led energy storage systems.



We are proud to introduce **Deepan Garg**, Managing Director of Ruchira Papers, a distinguished individual with a wealth of accomplishments and experience of 25+ years. He holds directorial positions in Ruchira Group companies, contributing actively in shaping them up to where they stand today.

His legacy goes beyond his corporate pursuits; he is VP of Kala Amb CCI, an Executive Member of Haryana CCI and Himachal CII.

We welcome him to our EOI Chandigarh chapter as an esteemed member!

Hemang Kapoor

Managing Director

Neeru Mechanicals & Consultants Pvt. Ltd.

Neeru Mechanicals specialized in HVOF and Thermal spray coatings.



We are proud to introduce **Hemang Kapoor**,

Managing Director of Neeru Mechanicals & Consultants. Hemang has an expertise in Mechanical engineering, Administration & Management and possesses a great vision for welfare of society and upcoming generation.

He has promoted skill mission in many states in India and through his company, Protech solutions he has setup many CoE centres in India for underprivileged students that offer specialise dcourse in welding. Being passionate about Automation, he has also partnered with leading Automation companies and has been behind the solution for Robotic welding of Railway Bogie Frame and Bicycle frame.

We welcome him to our EOI Chandigarh chapter as an esteemed member!

Face-2-Face

What was your inspiration behind starting this business?

It has always been my dream to be an Entrepreneur. I believe all my actions and efforts have consistently been in the direction of creating something meaningful.

What's your mantra of life?

Never shy away from giving your 'Maximum' efforts into everything that you begin with, and the results will definitely follow. I have believed in this Mantra and it has always rewarded me in my life.

Share about some of your present & upcoming projects/businesses.

I have a successfully running Business Sponge Sales India Private Limited (SSIPL) with the Brand name 'Maxxon'. We are based out of Mandi Gobindgarh and are one stop shop for the finest of raw material for induction & Arc Furnaces & Rolling Mills in area of Northern India for past 20 years. Our steel business is spread across Punjab, Himachal Pradesh, J&K, Uttar Pradesh and Rajasthan for products including Sponge Iron, Scrap, Pig Iron, Ferro Alloys, Ingots, Billets, TMT Bars, etc. & our customers rely upon us 100 % to source raw material for their rolling mills or furnances.

Also, excited about 'Sanskritam Naturals Wellness Center' - where Ancient wisdom of Ayurveda and Panchkarma meets Modern values to create a world of rejuvenation, balance, and holistic healing.

What is your Differentiator?

Efficiency of Execution is our biggest differentiator

Being an entrepreneur is a round-the-clock job. How do you manage your time to get the best out of every day?

Entrepreneur does not have round the clock job, It's a dreamer round the clock.



Pankaj Khetan, B.Tech in Mechanical Engineering and with more than 25 years of experience in Sales, Marketing and Management, he is Director at Sponge Sales Iron (MaXXon), a B2B Company dealing in steel raw materials having strategic investments in major integrated steel manufacturing plants in North India.

Things You Didn't Know About Pankaj!

Celebrity you would like to go on a date with: Sona Mohapatra

Describe yourself in 3 words: Simple, Fun and a Loving guy

Hobbies: Cooking, Singing and Poetry (I write too).

Role Model: There is something to learn from everyone around you

If not an entrepreneur, what would you be: Most likely, a Writer

Genre you like to watch at leisure: I like Drama like 'Zindagi Gulzar Hai'

Top 3 of your Best reads: My Experiments with the Truth, Bhagvad Gita (an evergreen) and Tough People Do!



Vaneet Garg *an MBA in Marketing from Mumbai, transitioned from a successful career at Kotak Mahindra Bank to become a thriving real estate Entrepreneur. His journey exemplifies ambition and tenacity. Alongside his wife Ravneet, an HDFC Bank professional, they've built a loving family with two children.*

Things You Didn't Know About Vaneet!

Celebrity you would like to go on a date with: Mukesh Ambani

Describe yourself in 3 words: Visionary, Deep-rooted & Appreciative

Hobbies: Gymming, Music and exploring what's happening around the world in Business

Role Model: My father

If not an entrepreneur, what would you be:
Entrepreneurship runs in my blood 😊

Genre you like to watch at leisure: Thrillers & Documentaries

Top 3 of your Best reads: The Secrets, Spin selling, The 22 Immutable Laws of Marketing

Movie character you identify yourself with : SRK in ChakDe India

What are you most passionate about?: Cars

Face-2-Face

What was your inspiration behind starting this business?

Harboring a long-standing vision of becoming a real estate professional, and the desire to turn that dream into a thriving reality.

What's your mantra of life?

Being transparent and delivering the right value to everyone you interact with, is at the core of his professional ethos.

Share about some of your present & upcoming projects.

We have some successfully running projects presently - Chandigarh AeroTown -Derabassi, City Court Commercial Project, Sunrise Residential plotting - Derabassi, Joynest Mansa

Some of our most exciting Upcoming Projects include - The Mall of Chandigarh - Commercial at Derabasi, Tricity Aero Town township 50 acres in Derabasi, Aero Town Park Apartments in Derabasi, Himachal Film City – Residential and Commercial

What is your Differentiator?

Delivery always on time and deliver quality products

Being an entrepreneur is a round-the-clock job. How do you manage your time to get the best out of every day?

Waking up at 4:00 am, hitting the gym in the morning, and going to the office two days a week, while managing remotely on other days, helps me optimize my routine. It also fosters productivity, personal time, and allows me to have a work-life balance.

Success Story of Zepto : From Startup to Unicorn in 2 years!

Founded in 2021 by two Stanford University drop-outs Aadit Palicha and Kaivalya Vohra, **Zepto** is a quick commerce platform that offers a 10-minute grocery delivery service. The Startup was launched in April 2021 to provide customers with ultra-fast grocery delivery. After raising USD 200 million at a valuation of USD 1.4 billion, it has become India's first Unicorn of 2023.

What is the Business and Revenue Model of Zepto?

Zepto works in the quick commerce segment of India and delivers groceries in 10 minutes through a system of dark stores and mini-warehouses, on upto 90% of orders. To ensure a flawless delivery experience, the Founders, Aadit and Kaivalya say that their average delivery time is 8 minutes and 47 seconds!

This Mumbai-based company employs a hotspot method to cater largely to digital purchases. Their dark warehouses and cool rooms are custom-designed to satisfy particular criteria such as ease of travel, allowing packers to move as swiftly as possible to fill orders. Location intelligence and geographic data, such as topography, population, road patterns, traffic, last-mile supply availability, etc. are on-spot.

Zepto - Funding and Investors?

Zepto has raised a total of \$597.8 million in funding over 7 rounds to date. The latest funding round (Series E) was completed in November 2023 helping Zepto raise \$31.3 million. In June 2023, it valued at \$900 million. Zepto's rise as the first Indian unicorn in 2023 shows its remarkable growth and potential in quick commerce industry, even in a challenging market.

Growth and Revenue Statistics of Zepto

Zepto has seen impressive growth, serving 10 major cities with 1,000+ employees. They deliver 5,000+ products, revolutionizing Indian grocery segment with 10-minute delivery, advanced tech & optimized centers. Palicha claims that month-over-month growth is 200%, with a monthly retention rate of 78%. Majority of its dark stores are operating profitably & it has 200+ dark stores now. Impressively, approx. 50-60% of which are cash flow positive.



What is Zepto's Marketing & Social Media Strategy?

The creative brilliance of L&K Saatchi & Saatchi was evident in its ads. Zepto featured celebrated singers like Kailash Kher, Shankar Mahadevan, and Usha Uthup during the IPL season of 2022 for unique and melodic campaigns that resonated well with audiences, boosting Zepto's visibility and brand appeal.

Furthermore, the launch of the "Nahi Milega" campaign in March 2023, featuring the character "Uncle Ji," highlighted unlimited free deliveries, solidifying Zepto's position as the go-to platform for ultra-fast and cost-effective grocery delivery.

What are Zepto's Future Plans?

Zepto currently operates from Bengaluru, Mumbai, Delhi, Gurugram, Noida, Ghaziabad, Hyderabad, Chennai, Pune, and Kolkata. It has ambitious plans to multiply its dark stores, expand delivery network and to become a publicly listed company, with an IPO targeted within the next 2-3 years.

In 2024, Zepto plans to surpass Rs 10,000 crore in total sales according to founders and CEO Aadit Palicha, who spoke at the The Economic Times Startup Awards (ETSA).

Zepto - Competitors

- Swiggy Instamart
- Big Basket
- Blinkit
- Dunzo (majorly in Bangalore)

Zepto vs. Blinkit

- Zepto's average delivery time is 8 minutes vs. Blinkit's delivery time of 7 minutes
- Zepto's Overall Quality is decent vs. Poor quality packaging of Blinkit
- Zepto serves in 10 cities while Blinkit serves in 18 cities
- Blinkit's Customer Service is better than Zepto



The Invent of Lamborghini

A long time ago, there was a farmer and a genius mechanic, Ferruccio Lamborghini, in Modena (a small town in Italy) who drove tractors. After the World War II, he started with small repairs & soon had his own vehicle maintenance shop. He started making tractors using parts from discarded military vehicles and due to his excellent workmanship his business began to flourish. By 1960, he was a name to reckon with in the tractor business and one of the most wealthy businessmen in Italy. He proudly owned a Ferrari among other super cars. But his Ferrari, 250 GT, used to give him constant trouble.

Being a mechanic, he tried to fix the problem and found out that his Ferrari had the same clutch as used in one of his tractors!! As a result, when one would drive normally, the car worked fine. But the moment they went hard on it, the clutch would slip under acceleration; it just wasn't up to the job. This man went to the service centre of Ferrari regularly to have a clutch rebuilt or renewed, and every time, the car was taken away for several hours but despite multiple rounds to the service station, the problem with the clutch was never fixed.

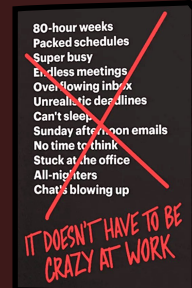
One day, **Enzo Ferrari**, the man behind the legendary car was in town. The man went to meet him and said, "Mr. Ferrari, your cars are problematic! Your team is unable to fix problem of the clutch for so long." Ferrari went furious and disregarded the man's feedback and commented "You may be able to drive a tractor but you will never be able to handle a Ferrari Properly."

The man, deeply insulted, vowed to make a car better than Ferrari itself. With years of dedication and effort, a super car and pride of car lovers, "Lamborghini" was born. Even to this day, Lamborghini's cutting edge design, raw power & visual appeal turn the competition green. Even the otherwise red Ferrari!

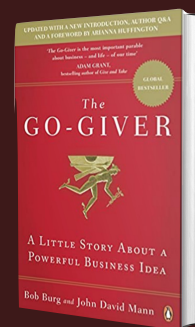
Lesson#1 Turn your competitor's weakness into your strength.

Lesson#2 Every customer may not turn out to be a Lamborghini but it pays to treat your customer well.

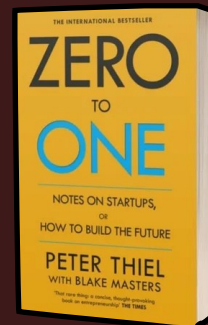
3 Books for every Entrepreneur !



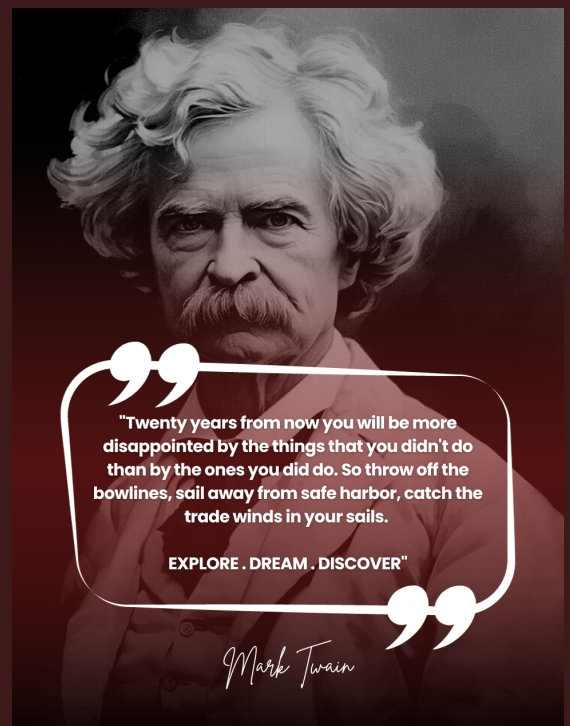
"It Doesn't Have to be Crazy at Work"
- by Jason Fried and David Heinemeier Hansson



"Go-Giver"
- by Bob Burg and John David Mann



"ZERO to ONE"
- by Peter Thiel with Blake Masters



"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails.

EXPLORE . DREAM . DISCOVER"

Mark Twain



Memories

"Sitaare Zameen Par" - Family Time @ Ramada Plaza



What Lies Ahead!

EOI Community is a Community 'by the entrepreneurs for the entrepreneurs of the entrepreneurs' with a mission to Learn, Network & Grow. We have Delhi & Chandigarh Chapter Running Successfully with hundreds of Entrepreneurs meeting every month - Learning & Networking to Grow. We are coming up with Kolkata & Lucknow Chapters soon.

Following are a few upcoming Sessions in Chandigarh & Delhi...

HiringEdge
Build Best Teams !!

"Being a Business Owner - it very critical to know how to attract Right Talent & Retain them"

Deepa Nailwal
Squadron Leader, First Batch Woman Air Force Officer, Leadership Coach and Facilitator, Assessor and Human Capital Consultant



personal wealth Secrets !!

"Financial freedom is available to those who learn about it and work for it."

Rohit Sarin
Co-Founder
Client Associates



STAND UP
Comedy

EOI Power Couples Night for
Laugh & Fun



Secrets of
Personal Branding

Your Personal Brand should be reflection of your best self & the value you bring to others.

Anand Pillai
TEDx Speaker
People Transformation Expert



Parenting Secrets

Our role as a parent is to make our children responsible for their life

Sushant Kalra
Parenting Expert



Building...
High Performance Teams

"High-performance teams are not defined by the absence of challenges, but by the presence of trust, adaptability, and a culture of appreciation & Growth."

Aseem Hanspal
Founder
Entrepreneurs of Interest



INTERESTED : Register at www.eoicommunity.com

EOI Delhi Chapter Annual Meet

An extraordinary gathering and an extremely enriching experience!!

We hosted more than 50 passionate Entrepreneurs on our Annual Meet at Delhi in February this year. The event provided Entrepreneurs a platform where they converged to connect, learn, and draw inspiration. We were also honoured to invite distinguished speakers from different fields to share invaluable insights with our audience. Heartfelt Gratitude to our speakers - **Sanjay Lal**, who dissected the evolution of brands and the significance of personal branding, **Navneet Kaushal**, who shed light on the pivotal role of AI for SMEs in today's digital realm and **Deepa Nailwal**, who offered profound insights on the paramount importance of people management for SMEs.

While our **Guest of Honour, Mr. Kanwaljit Java**, MD of Diakin Air Condition India Private Limited India, shared his pearls of wisdom from immense experience in the industry at senior leadership roles and being the man behind the organization's success, our Founder, **Aseem Hanspal**, also delved into the seven essential habits of successful entrepreneurs.



Entrepreneurs of Interest

For information & Joining EOI Community,

Please speak to Vimal @9988010416 or write to vimal@skopeindia.com