

PR

STUDIO

PUBLIC RELATIONS | BRANDING | SOCIAL MEDIA



ABOUT US

PR Studio isn't a one-size-fits-all PR agency

We specialise in working with hospitality and niche enterprises, offering precise media and branding solutions. Our team understands the unique challenges and opportunities these industries face, translating your brand's essence into captivating narratives that resonate with your target audience.

Accessible PR for Everyone

We believe powerful communication shouldn't be a luxury. We offer accessible solutions for startups and entrepreneurs, empowering you to navigate the ever-changing media landscape and build a powerful online presence, all without breaking the bank.

Your Success is Our Story

We believe in fostering true partnerships, not just client relationships. Whether you're a seasoned hotelier refining your brand image or a passionate entrepreneur with a disruptive concept, we become an extension of your team. We amplify your voice, celebrate your milestones, and become invested in your success story.





OUR VISION

Democratising PR

We envision a world where impactful communication is accessible to all businesses, regardless of size or budget. PR Studio is committed to breaking down barriers and empowering passionate individuals to share their stories with the world.

Elevating Hospitality & Niche Industries

We strive to be the leading communications partner for hospitality and niche enterprises. Our vision is to elevate the voices of these unique businesses, showcasing their stories and fostering connections with their target audiences.

Building a Thriving Communications Ecosystem

We believe in fostering a collaborative environment within the communications industry. PR Studio envisions a network where businesses, entrepreneurs, and media professionals can connect, share ideas, and achieve mutual success.



OUR SERVICES

MEDIA RELATIONS (PR)

- Strategic PR
- Communications planning
- Press Release
 - International Release
 - PAN India Release
 - Regional Release
- Digital PR
- Influencer Marketing
- Conferences
- Events
- Media interviews
- Crisis management

BRANDING

- Brand strategy development
- Brand positioning
- Brand identity design
- Messaging and tone of voice development
- Visual branding (Logo Design, Brand Collateral)
- Brand guidelines development

SOCIAL MEDIA SOLUTIONS

- Social media strategy and management
- Content creation and curation for digital platforms
- Influencer partnerships and collaboration
- Website & app development



OUR GUIDING BELIEFS

Creativity: We believe in thinking outside the box, constantly exploring new ideas and approaches to deliver standout results.

Adaptability: In a fast-paced world, we remain agile and flexible, customising our services to suit the unique needs and goals of each client.

Collaboration: We foster a culture of teamwork and collaboration, working closely with our clients to achieve shared success.

Empowerment: We empower our entrepreneurs with the knowledge, resources, and support they need to navigate the complexities of modern principles of PR, branding and communication.

Integrity: Trust and transparency are at the core of everything we do. We prioritise honesty, reliability, and ethical conduct in all our interactions.





OUR TEAM



PRACHI SANGHARAJKA
FOUNDING PARTNER



PRADNYA GHADGE
MANAGING PARTNER



VERONICA LOBO
DIGITAL MEDIA CONSULTANT



OUR CLIENTS



OUR FEATURE PARTNERS

8 + Years of Building and Maintaining
client & media connections

300 + Press Release Coverages

200 + Features





WHY PARTNER WITH US?

Customised Solutions: Our ability to tailor our services to meet the specific business goals and budget constraints of our clients sets us apart.

Industry Expertise: With years of experience and a robust network within the industry, we bring insider knowledge and insights to the table, giving our clients a competitive edge.

Passion for Growth: We are genuinely invested in the success of our clients. Our hands-on approach and commitment to going above and beyond ensure that we deliver tangible results, every time.

Global Reach, Local Expertise: While our roots are in Mumbai, our reach extends globally. Whether you're a local startup or a multinational venture, we have the expertise and resources to help you make an impact, wherever you are.





A few glimpses of our work: **Hospitality**

Get closer to nature at this boutique hotel in Maharashtra

Coco Shambhala, a luxury boutique property near Sindhudurg in south Maharashtra, is a haven for nature lovers

By Gustasp and Jeroo Irani
1 March 2019



Photo Caption: The resort was designed and built by the 42-year-old owner Giles Knapton

Chasing serenity in Maharashtra's Sindhudurg

This little-known coastal district in Maharashtra is the perfect spot for a languid day.



poolside set-up at Coco Shambhala

Another unforgettable experience here is to watch the 400-year-old wooden puppetry show called Kalsutri of the Thakar tribe, which once served as Shivaji's spies. They make wooden puppets, each 1.5-ft high, for the show. "Our ancestors would travel from village to village to perform shows and also collect information," says puppeteer Chetan Gangavane. As stories of Ramayana and Mahabharata unfold, the artistes on tabla and harmonium provide an upbeat music score for the one-and-a-half-hour-long show, featuring eight to ten wooden puppets. Quite often, the narrators



Going back to ancient life in Coco Shambhala Sindhudurg

At Coco Shambhala, there was splendour. Everywhere. And I was going ancient. No processed food. No white flour.



By Preeti Verma Lal
Sept 7, 2018 4:10:32 PM IST (Updated)



On a rainy day, I jangled the iron doorknob, pushed open the teal door, ran up the laterite steps brushing pink lilies and lanky palms to Varenya, my Shambhala, Sindhudurg. A villa on stilts with a thatched roof behind as a stout sentinel. No door. No balcony cutouts. Just an ordinary jute string tied across the wide entrance.



The Perfect Getaway!

A trip into the verdant coastal Konkan plains leads me to Coco Shambhala Sindhudurg, a tranquil hideaway where luxury meets nature in quiet elegance.

By SHAHNAZ BAKSHI

AT TIMES, A HOLIDAY ESCAPE MEANS just that. Getting away from all the chaos of urban life, towards a secluded haven of serenity and relaxation in the heart of nature. And that is precisely what awaits at the Coco Shambhala Sindhudurg, an award-winning, luxury resort nestled along the picturesque coastline of southern Maharashtra.

As I landed at North Goa's MOPA airport and got into my waiting cab, thoughtfully arranged by the property, little did I know I was headed for a truly unique experiential getaway. I began to get an inkling of it as we drove along the winding coastal road, past mangrove forests and the Arabian Sea—I felt myself relaxing instantly. After an easy 90-minute journey, we reached our destination in the idyllic village of Bhogave, part of the green Konkan region. Natural like its environs, the property sits like a hidden gem amidst dense foliage, exuding an air of secluded exclusivity.



Breathtaking views of the infinity pool and the horizon from the open living room of a villa.

Barefoot Luxury

I was greeted warmly by a hospitable staff, and offered refreshing coconut water as we made our way to my villa. Making my way up the stone steps, lined by leafy plants, I was immediately drawn to the resort's architecture. A harmonious blend of traditional Konkani aesthetics and modern design, it's home to four private opulent villas, set across different levels. Constructed using locally sourced materials, with

sloping roofs, and wooden accents, the property blends seamlessly with the landscape. It's evident that the entire resort has been designed with a deep respect for the natural surroundings. A small wooden bridge leads to the no-door entrance to the living room of my accommodation, Villa Anuresha. I'm told it's a 'celebration of the sky'. I'm not really listening. It's hard to hear when you're awestruck by an almost uninterrupted vision of the sea on the

COCO SHAMBHALA, A BOUTIQUE HOTEL IN SOUTHERN MAHARASHTRA, LIES AMIDST THE RUGGED SAHYADRI AND THE SILVER ARABIAN SEA

Words — PRIYANKA KAPOOR

WHEN I ENTERED THE apartment-styled villa at Coco Shambhala, TS. Eliot's words, "We cannot think of a time that is oceanless," came rushing at me. I started

my journey to Shambhala on an especially rainy morning after landing at the newly-built North Goa airport. A few kilometres from the Maharashtra-Goa border, the way to Shambhala comprises undulating one-way roads with hapus (Alphonso) and cashew fields closing in. The dense jungles of Sindhudurg district, which share a border with Radhanagari Wildlife Sanctuary, would

remind you of Congolian rainforests. And if you feel the grass is greener in Sindhudurg, it surely extends beyond the rhetoric.

IN EDEN

A few metres away from the property, the ocean interrupts—what feels like a jungle safari—and sneaks up on you. Next to the sea, Coco Shambhala sits on the rust-coloured rocky outcrops overlooking the Bhogave beach. While some hotels aim towards building a pocket of paradise, Shambhala acknowledges the paradise around it. Inside, you won't find manicured lawns, but the continuation

THE OLD JUNGLE AND THE SEA

Top: The gorgeous infinity pool at Coco Shambhala. Opposite page (from left): The open living space at the topmost villa; luxe decor by the infinity pool; ingredients for meals are sourced from within a 50 km radius

of the jungle that may look all-natural, but is painstakingly maintained by the staff. "Privacy is everything," said Sohas Malewadkar, F&B manager of Shambhala, explaining the thought behind the canopy-like garden. "We get a lot of A-list celebrity guests and ensure that they receive their much-needed time off from the limelight," Malewadkar added.

Amidst the lush foliage and echoes of songbirds, I sauntered along the jembo (laterite) walkway that led me to the highest villa on the property. Designed by Giles Knapton, a UK-based architect who also happens to be the owner of the property, the villas are meant for those who relish a slow contemplation of the sea. The moment you enter your villa, the panoramic ocean view blindsides you with sudden euphoria.

walk, one can effortlessly slip into the private infinity pool after an afternoon siesta. If the surrounding tropical beauty makes you want to pick up a paintbrush, Shambhala also organises a Chitrakathi art class taught by Parashram Gangawane, a Pinduli artist from a pioneer family whose father was a Padma Shree for reviving their ancestral art form.

If you enjoy scuba diving, Sindhudurg has some of the best diving spots in the region. Fisherman's Cove, Fansa Point and Temple Rock are popular snorkelling hubs located near the Vengurla archipelago—about 20 odd jagged islets. In the 15th century when the western coast saw many Portuguese visitors, these islets were known as ilheos Queimados or the "burnt islets"—some say due to their golden hue.

From the top-most villa, if you peer towards the left, you should be able to spot these sea-

Knapton first came in 2005 as a backpack traveller, he decided on his own odyssey. As a result, a few experiences offered at Shambhala, such as the Walawal River boating, Waterfall trek and the Pat Lake birdwatching are derived from Knapton's first-hand experiences.

closer to the Malvan and Sindhudurg coasts. At Shambhala, Malvani cuisine is served with precision and authenticity. From Malvani dosa to sol kadhi, each item reflects attention to detail. At dinner, Malewadkar told me how my smoked fillet (a snapper) was fresh out of the ocean and sold at the door only a few hours ago. Taking a bite, I again thought of Eliot and his salutation to "fishermen sailing into the wind's tail."

But far from tempestuous tides, Shambhala sits with a tranquil eye view to the sea. It proves to be the "utopian existence" envisioned by Knapton, who named the property after a mythical Sumbhala mentioned in Tibetan Buddhism and the Vishnu Purana. ♦

Slow Life Foreshore

National Geographic Traveller India | May 2019

Birdwatching by infinity pools, in-villa meals featuring fresh Konkani catch, and minibars stacked with single malts—Sindhudurg's Coco Shambhala is luxe dipped in rusticity

- Gustasp And Jeroo Irani



In the misty early morning light, surf curled on the white swathe of Bhogave beach. Hermit crabs scurried away at our approach and fishing boats bobbed on the sapphire-blue sea, like a ghostly armada sailing to the edge of

The begums of Bhopal

The rule of the Begums that began with a gunshor in 1819 ran for 157 long years. With four Begums at the helm, Bhopal is the only princely state in India to have had so many successive female rulers



Between August 1947 and May 1949, Bhopal was a princely state. On April 30, 1949, Nawab Hamidullah Khan signed the agreement to merge with the Union of India and Bhopal was taken over on June 1, 1949



Begum Sahib was the first Begum of Bhopal. She ruled from 1819 to 1842. She was a powerful ruler who expanded the state and introduced many reforms. She was known for her wisdom and justice.



Begum Shah was the second Begum of Bhopal. She ruled from 1842 to 1868. She was a strong ruler who continued the expansion of the state and introduced many reforms. She was known for her wisdom and justice.



Begum Shah was the third Begum of Bhopal. She ruled from 1868 to 1900. She was a strong ruler who continued the expansion of the state and introduced many reforms. She was known for her wisdom and justice.



Begum Shah was the fourth Begum of Bhopal. She ruled from 1900 to 1949. She was a strong ruler who continued the expansion of the state and introduced many reforms. She was known for her wisdom and justice.

Between August 1947 and May 1949, Bhopal was a princely state. On April 30, 1949, Nawab Hamidullah Khan signed the agreement to merge with the Union of India and Bhopal was taken over on June 1, 1949.

The Begums of Bhopal were a powerful ruling family who ruled the state for over 150 years. They were known for their wisdom and justice, and they expanded the state significantly. The Begums of Bhopal were a powerful ruling family who ruled the state for over 150 years. They were known for their wisdom and justice, and they expanded the state significantly.

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FOOD TRAIL



Can't get better



The Begums of Bhopal have ensured that a whole platter of palatable fare continues to hold impressive flavours, writes PIYEETI VERMA LAL



Did You Know?

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ONE JUNGLE TO DO THEM ALL



COME ALIVE



Wild & wondrous

WITH OPTIONS TO WALK, CAMP, BOAT AND EVEN GO ON A NIGHT SAFARI, THE SATPURA NATIONAL PARK MAY WELL BE THE BEST WILDLIFE EXPERIENCE THAT'S HOT ON YOUR RADAR YET. TEXT AND PHOTOGRAPHS BY AMIT DIXIT

The Satpura National Park is a beautiful wildlife reserve. It is home to many rare and endangered species. The park is a beautiful wildlife reserve. It is home to many rare and endangered species.

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Wild & wondrous

Dense forests, unspoilt wilderness, and the prospect of seeing Baloo the bear from The Jungle Book, takes Susheela Nair on a riveting trek to Satpura National Park

When I first decided to write about Satpura National Park, I was not sure if it was worth the effort. But after a week of research, I was convinced that it was. The park is a beautiful wildlife reserve. It is home to many rare and endangered species.



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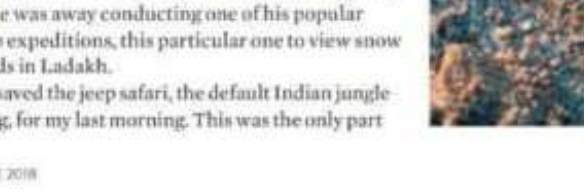
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To be or not to be... Bee Falls, near Satpura in Madhya Pradesh, is called so because when water from the falls hits you, it feels like bee stings.

Do you have the right insurance?

Before you go on a trip, it's important to have the right insurance. There are many different types of insurance, and it's important to choose the right one for your trip. The right insurance can protect you from financial loss in the event of an accident or other emergency.



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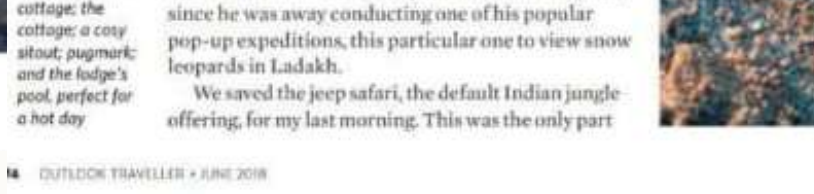
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Clockwise from top left: the post marking the entrance to my cottage; a cosy sitout; pugmark; and the lodge's pool, perfect for a hot day

32 Perfect Woman OCTOBER 2008

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Jehan Numa Palace Hotel Bhopal: Kamiya Jani Stayed At The Opulent Imperial Room That Costs ₹11,000/Night

From spacious Imperial Rooms with breathtaking views to indulgent spa experiences, explore the enchanting blend of history and hospitality.

by **Mallika Khurana** Updated: January 22, 2024



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#WanderLuxe In this episode of Wanderlux, actor Prateik Babbar visits the 2 Luxurious Safari Lodges from the House of Jehan Numa located near the Bori Wildlife Sanctuary & the Satpura Jungle.

Located near Bhopal, this wildlife sanctuary houses 2 most luxurious wilderness retreats.

At first Prateik stayed at the Bori Safari Lodge In their Superior Luxury Room that costs ₹55000 per night. From jungle safaris, to local dances, and cuisine lessons, this lodge offers an all encompassing luxurious experience.



A few glimpses of our work: **Aviation**

INTERVIEW WITH

KANIKA TEKRIWAL

CEO and Cofounder of JetSetGo

By Anil Singh

JetSetGo is India's largest private jet operator. The company recently announced the launch of its private jet shuttle service, JetShuttle, between select sectors and the nation's capital. Through extending the company's one of a kind private aviation experience that gives passengers the advantage of no wait time at airports, the avoidance of lengthy queues and check-in formalities, an indulgent onboard experience, and exclusive concierge services, JetSetGo enables more people to experience the

It was a complex and disorganised market and its structure dissuaded other Indian private charter aggregators from aggressively entering the market, but we like to think that we took the challenge head-on to become the critical link between aircraft owners and those looking to fly private. Through a complete takeover of one's jet, we have been able to make private jets profit centers rather than cost centers. By administering important processes such as front-end procedures, maintenance, unit for our fleet of aircraft, thereby increasing the efficiency of each plane and reducing overall costs for owners. Our team is available 24/7, 365 days a year, to ensure that a flight is booked within 3 minutes. Thereafter, the jet of choice undergoes a swift system of 29 safety checks - far more than the regular carriers.

What inspired you to build JetSetGo?

Aviation has been a longstanding passion. My passion for the industry, in many ways, is to make flying more accessible to everyone, not just cater to a niche segment. And JetSetGo has come a long way since the journey started back in 2014. For example, when JetSetGo was first established, we only had about one take-off per month. Now, there are at least seven JetSetGo flights in the sky every single market like never before.

What challenges do you face in your day to day professional life, if any?

It's very easy, as a woman, to feel like you do not belong in this exclusive, only-boys-allowed private aviation club. I've definitely received far too

Please provide a brief overview of your product/service.

I founded JetSetGo in 2014 to address issues faced by private jet users and owners. Today, JetSetGo operates India's largest private jet and helicopter fleet and currently holds over 20% of the total market as the single largest market shareholder.

32 aviation times

march 2018

Condé Nast

Traveller

DESTINATIONS

Now, fly a helicopter-taxi from Mumbai to Tarapur, Vapi

A seat on the helicopter from Juhu costs a little more than a business class ticket to Baroda, Ahmedabad

Entrepreneur INDIA

50 Start-ups to Look Out for in 2019!

Health, fintech, real-estate, travel, agriculture, Entrepreneur India brings you a slideshow of 50 start-ups and their mind boggling creations and innovations in every field in and beyond the human imagination!

JetSetGo

JetSetGo is an Indian-born pioneer of private aviation. It is India's sole market for private jets and helicopters. While many people think of building and creating something on the ground, KanikaTekriwal, the brain behind this venture a notch higher and dreamt of changing the ecosystem in the skies. A chat with Entrepreneur India joins the dots and her plan to become the "uber of skies" to give the world something insanely unique!

Where Do You See Your Start-up a Few Years Down the Line?

I strongly believe that a market is not simply taken over; it is created, nurtured, and made to thrive. As JetSetGo designs and cultivates its market, we look forward to solving new

THEWEEK

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On-demand urban air transportation SkyShuttle is here

By Rachna Tyagi | Updated: September 27, 2018 20:59 IST

TH India World Opinion Sports e-Paper

FREE TRIAL

JetSetGo launches Sky Shuttle service from city

To offer seats in jets, choppers to Bengaluru, Vapi, Tarapur

September 27, 2018 01:27 am | Updated 01:27 am IST

SPECIAL CORRESPONDENT

READ LATER PRINT

Taking flight: JetSetGo founders Kanika Tekriwal and Sudheer Perla at the event at St. Regis on Wednesday.

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PITCH TO US

KANIKA TEKRIWAL SHARES 10 THINGS EVERY WOMAN SHOULD KNOW ABOUT MAKING IT IN A MALE-DOMINATED INDUSTRY

Tanvi Dubey • 894 Stories

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ENCE, PERSEVERANCE, AND A LOT OF HARD WORK: WOMEN ENTREPRENEURS

What does it mean to be an entrepreneur?

We asked women entrepreneurs what does it really mean to take up challenges and risks on a day-to-day basis and build something that is profitable? Here is what we learnt:

The CEO and Co-founder of JetSetGo — an online marketplace for booking private jets and helicopters — Kanika Tekriwal, is never the one to back down. As someone who

WOMEN OF WORTH

By Tanvi Dubey

Business, for most Marwari families, is important. But becoming an entrepreneur is unconventional and odd, even in that enterprising community. Today, what the CEO of JetSetGo, Kanika Tekriwal, had built since her childhood. Thankfully, her heart rebelled. Today, she is a Delhi-based company manager and operates planes for commercial pilots, even selling services and parts to them. It helps others charter aircrafts, even scheduling trips for them. JetSetGo's growth has been phenomenal at more than \$100 million in 2017, according to Statista. She is a woman who is a leader.

There was a time when I wanted to become a pilot, says Kanika Tekriwal. Well, she didn't become a pilot. But her love for the company India's largest aircraft fleet, she says.

With specific to her own, she says her father was always been on making her understand finance. While she was making plans of becoming an entrepreneur, her parents were keen on teaching her the lesson to be the perfect life partner to a businessman husband. They wanted her to get educated and marry into a rich family.

Tekriwal was once a student at the Lawrence Public School in Delhi when she was seven years old. She was the youngest among her classmates because she had started school early. It was a time when



Founded in 2014 by Kanika Tekriwal, JetSetGo has in less than three years transformed the face of luxury air travel in the country. While her orthodox Marwari family never wanted her to step into the aviation sector, Tekriwal knew this is what she wanted to do.

True calling
She did her graduation in visual communication design in Mumbai and went to the UK for an MBA, only due to family pressure, but that didn't deter her from following her heart. "In Mumbai, I started designing boardings and newspaper ads for a company. One day I had to get some approvals from my boss and walked into his office, where I spotted a model building with a helipad on top. When I looked at it, I told him that the helipad was wrongly placed. The next day he asked to set up the aviation vertical of his company, and that was the beginning of everything," she says.

The challenge
After completing her MBA, she went back to

Bhopal. A persistent ache in her arm led her to discover a cancerous tumour in her neck. However, instead of killing her spirit, a year plus of painful chemotherapy and radiation gave Tekriwal the time to elate and plan for JetSetGo. A year after full recovery, she packed her bags against her parent's wishes and moved to Delhi, where she started working as a consultant to private jet owners, helping them buy and maintain planes.

Flights of fantasy
While initially a lot of people didn't understand the concept of booking a luxury jet online or through an app, Tekriwal won support for her venture from affluent people within six months of launch. JetSetGo offers jet and helicopter services to different types of customers. From high net worth tourists who are short on time and want to visit exotic places that are not accessible by commercial planes to corporate houses, with offices in remote locations such as Rourkela, Odisha. It costs ₹10 lakh to travel in a six-seater private jet from Delhi to Mumbai.

IN 2016, THE COMPANY HAD A TURNOVER OF US \$517 MILLION

By Mohini Mohindra

Scanned by CamScanner



THE ECONOMIC TIMES Industry
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Lok Sabha Election >> **Lok Sabha and some assemblies get simultaneous election dates**

ETPrime
Soon, you may hire a charter aircraft like Ola, Uber and at half the price

By Mihir Mishra, ET Bureau • Last Updated: Oct 19, 2017, 07:37:00 PM IST

FOLLOW US SHARE FONT SIZE SAVE

Synopsis
As an aggregator, a aircraft charter company would offer flyers all available aircraft on one platform and optimise the use of the planes with better flight charges.

ET Bureau
NEW DELHI: As the Indian government strives to make flying affordable for the masses with its regional connectivity scheme, aircraft

/here&now/

FREQUENT TRAVELLER

The Jet Setter

IT IS WORK AS WELL AS PLEASURE THAT KANIKA TEKRIWAL, CEO AND CO-FOUNDER OF JETSETGO ALWAYS ON THE MOVE. A BUSINESS TRIP AND A VACATION LATER, SHE IS SO MUCH IN LOVE WITH SAO PAULO THAT EVEN THE 20-HOUR FLIGHT DOESN'T DETER HER TO VISIT HER FAVOURITE DESTINATION IN THE WORLD.



My first time in Sao Paulo My first trip to the city was for business followed by which I visited it during a very long South American vacation in 2013 and I simply fell in love with the city, its people, and its amazing night life. The city was pure magic—we made new friends every single day and ate the best food ever.

Something I bring back on every trip I always make an effort to get to the municipal market and pick up various types of nuts. But, I don't remember ever leaving the country without new pairs of Havaianas from the flagship store in Oscar Freire where they let you customise your pair. I've got some with planes and even my name on them. Then for friends, I always carry a few bottles of Cachaca.

My favourite store in the city I absolutely love Juliana Benfatti's antique store by the same name. They have the loveliest trinkets and the amazing light fittings.

A restaurant to entertain for business It would definitely be D.O.M at Rua Barão de Capanema for its amazing food and elegant ambience.

The eatery I go to with friends That would be Kinoshito for their incredible Japanese food. I absolutely love their fare that can transport you to restaurants of master chefs in Tokyo.

The bar for a casual get-together Nothing beats the Sky Bar at the Unique hotel.

The hotel I bank upon for a good sleep The Emílio Hotel has an amazing location and the rooms are very comfortable.

My spot in the city The Birapuera Park may not be the most beautiful but it is the best place to relax and let loose—lie down on the grass and read a book. Sao Paulo is much prettier by night and I can stand gazing at the city sights and lights all night from the terrace of a night club called The Edge.



FROM TOP: D.O.M at Rua Barão de Capanema; the Sao Paulo skyline; The Emílio Hotel; Birapuera Park; D.O.M at Rua Barão de Capanema; CEO and co-founder, JetSetGo



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CNBC-TV18 • 12 Sept 2017

Changing India: Kanika Tekriwal... See more



Puneet Dalmia invests in private jet aggregator JetSetGo

Will use fresh funds to expand technology capabilities, says company

VARUN AGGARWAL
Mumbai, December 14

Puneet Dalmia, Managing Director, Dalmia Bharat, has invested an undisclosed amount in private jet aggregator JetSetGo. Dalmia has invested the money in his personal capacity. This investment comes after Yuvraj Singh-funded YouWeCan Ventures acquired a stake in the company earlier this year.

"We will use the fresh infusion of funds to expand our technology capabilities as well as to launch our private jet shuttle service," Kanika Tekriwal, CEO and co-founder, told *BusinessLine*. The company has taken over four private jets from their existing operators in a profit-share model, wherein JetSetGo will have total control over the aircraft and services and will pay a part of the profits from the operations as rent for the aircraft.

JetSetGo will soon begin a shuttle service between Mumbai and Delhi. Launched in July, the company until now offered a platform for jet operators, just like Uber does for cab owners. After running trials in Delhi-Mumbai, the company intends to offer shuttle services in other sectors as well.

The company has taken over four private jets from their existing operators in a profit-share model, wherein JetSetGo will have total control over the aircraft and services and will pay a part of the profits from the operations as rent for the aircraft.



Puneet Dalmia, MD, Dalmia Bharat

Affordable trips
The company is trying to make chartered flights more affordable by offering empty legs of the flight at close to 70 per cent discount. For instance, a nine-seater jet costs about ₹30 lakh to travel to Maldives. But the empty leg on the return flight can be as low as ₹8.5 lakh, making it at par with first class ticket. The customer who paid full ₹30 lakh gets a refund of ₹ 8.5 lakh.

"Instead of trying to make more money from selling empty legs, we are passing the benefits to our customers and thereby making luxury travel a lot cheaper," said Sudheer Perla, co-founder, JetSetGo.

There are over 150 non-scheduled operators in the country and JetSetGo works with most of them. Non-

scheduled aircraft movements are close to 15 per cent of total aircraft movements in the country. The domestic non-scheduled aviation market is pegged at \$350 million, with 1.4 million passengers flown in FY2014. These aircraft use more than 200 airports in India, of which, only about 30 per cent have the facility for commercial flights, making it difficult for people in those areas to fly.

BusinessLine

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A few glimpses of our work: **Technology**

Riyadh-based ACES to invest \$200 million in India

Haripriya Sureban
Bengaluru



Akram Aburas, CEO, ACES

Advanced Communications and Electronics Systems Company (ACES), a Riyadh-based neutral host operator and digital infrastructure company, plans to invest \$200 million in India operations over the next two to three years, according to Akram Aburas, CEO, ACES.

With the investment, the company aims to develop telecom infrastructure and make India the centre for technical support operation for its wider operations in South-East Asia.

“We are very excited about the Indian market, given it’s a rapidly growing economy, and the development of infrastructure and

digital transformation is happening at a large scale. The growing relationship between Saudi Arabia and India makes India a very lucrative region for investment,” Aburas told *businessline*.

So far, the company has invested over \$50 million in India. It has about 200 employees in India across vari-

ous roles, including developers, engineers, researchers, and technicians. It has its offices in Hyderabad and Bengaluru.

HIRING PLANS

ACES is currently bidding for public infrastructure projects in India, and aims to strike more deals in the country. As it aims to expand its business here, it plans to hire 1,000 more employees in the next two years, subject to winning deals, according to Aburas. In the long term, the CEO expects yearly revenue of \$10-20 million from the region.

Previously, it had taken over as Mobile Infrastructure service provider for BIAL at Kempegowda International Airport, Bengaluru. It serves all telecom pro-

viders who are offering mobile services at BLR Airport. Globally, it has participated in the expansion of the Holy Mosque in Makkah, Riyadh Metro Project, Jeddah Airport, and Riyadh Airport. Apart from India, ACES is eyeing Malaysia and Indonesia. Aburas notes that the company is studying these markets and trying to negotiate large scale deals.

NATIONAL AGRICULTURAL MARKETING FEDERATION
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ACES Unveils New Era of Digital Connectivity – Secures another landmark Metro line with AGRA & Kanpur

MUMBAI, India, March 15, 2024 /PRNewswire/ -- Teaming up with Uttar Pradesh Metro Railways Corporation Limited ((UPMRCL), ACES India Private Limited, a wholly owned subsidiary of ACES – Saudi Arabia is poised to redefine the digital landscape by delivering cutting-edge solutions for Agra and Kanpur Corridors which prioritize neutrality and sustainability. This contract award solidifies ACES’ role as a disruptor, challenging conventional norms and driving the industry towards a more connected and resilient future.

LOKMAT TIMES

ACES Unveils New Era of Digital Connectivity - Secures another landmark Metro line with AGRA & Kanpur

By ANI | Published: March 15, 2024 06:04 PM



PRNewswire Mumbai (Maharashtra) [India], March 15: Teaming up with Uttar Pradesh Metro Railways Corporation Limited (UPMRCL), ACES India Private ...

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PR NEWswire

ACES Expands Strategic Partnerships – Announces Contract with Noida International Airport

FEBRUARY 1, 2024



NEW DELHI, Feb. 1, 2024 /PRNewswire/ — ACES India Private Limited, a fully owned subsidiary of Advanced Communications & Electronic Systems Company (ACES-Saudi Arabia), a leading International Neutral Digital Infrastructure Company proudly announces a monumental stride in its expansion, the signing of a 10 years contract with Noida International Airport (NIA).

ThePrint

ACES Unveils New Era of Digital Connectivity – Secures another landmark Metro line with AGRA & Kanpur

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PR NEWswire

ACES Expands Strategic Partnerships – Announces Contract with Noida International Airport

FEBRUARY 1, 2024

StreetInsider.com

if you're not inside...you're outside

ACES Signs Contract with Mumbai Metro Railways Corporation Limited in Riyadh at LEAP-2024

Business Standard

ACES Unveils New Era of Digital Connectivity – Secures another landmark Metro line with AGRA & Kanpur



‘Dubai looking for new regional ties in India’

DH EXCLUSIVE

LAVPREET KAUR
DUBAI, DHNS



Dubai Chambers.
(inset) Mohammad Ali Rashed Lootah

A deeper engagement with India, particularly in the fields of fin-tech, technology and talent adaption, working alongside regional business federations and chambers of commerce and industry is high on the agenda for the Dubai Chamber of Commerce and Industry, its president and CEO, Mohammad Ali Rashed Lootah, told *DH* in an exclusive interview.

India is the second largest trade partner for Dubai after China. In the first half of FY24, Dubai Chambers presently has 90,000 Indian companies registered in the city, under it, Lootah revealed.

While gold and precious stones dominate the non-oil trade between India and the United Arab Emirates

suining increasing its regional presence within India. “So far Mumbai has been our biggest market followed by Kerala, going forward we would like to expand in other parts of the country,” Lootah said, calling Bengaluru a prospective destination for its next office. This, evidently, is part of the chamber’s plans to double the number of offices it has globally by 2030, from the present 25.



A few glimpses of our work: **Education**



**DR. POOJA MISAL,
CEO,
BRICKETC**

Dr. Pooja is a passionate educator who started an educational institute at the age of 24. Dr. Pooja was felicitated for her incredible contribution to the industry at the Higher Education & Edtech Conclave & Awards by Coursera for Campus. She has earned her MBA from Cardiff in U.K. and is currently pursuing her PhD in education. She has also completed a course in Financial Management for non-profit from the coveted Harvard University. Her first project was at BrickETC Group, which is known for architecture and design. Dr. Pooja is also the Founder of SMEF's Brick School, one of the most coveted schools for Architecture and design in Maharashtra. Established in 2013, the college has been receiving students with high merit from all over the country. It aims to make the students into holistic Architects and gives them an opportunity to work on socially relevant projects along with quality education.

DR POOJA MISAL

A SPECIALIST IN CRAFTING A STUDENT-CENTRIC EDUCATION PLATFORM

Pooja Misal, Founder and CEO of Bricketc, had a firm vision in mind when she founded her company in 2021. Bricketc is a promising online learning platform. It was established to bridge the gap between students and online learning.

The concept of experiencing multiple courses before choosing a career was never known before. Recognizing this opportunity, Pooja Misal incepted the idea of the platform. Her vision is simple, to enable every creative student to try different streams before finalizing a career they want. Pooja is a passionate educator who started an educational institute at the age of 24. Pooja Misal was felicitated for her incredible contribution to the industry at the Higher Education & Edtech Conclave & Awards by Coursera for Campus. Her continuous zest to enrich and enhance education for one and all brings her a lot of recognition from the industry, teachers, and her favourite students!

In an interview with Women Entrepreneur Magazine, Pooja, the CEO shares her insights on the company's value proposition, her vision and mission, and the way she is revolutionizing online learning in India.

Please elaborate on how you help students in shaping their career using your experience and knowledge in the industry?

We have developed Bricketc. It is an online edtech platform created to spot, stimulate, sensitize, and encourage creative excellence amongst students. It's a place where we welcome students to be artsy and gutsy, learn and unlearn and have fun while learning! Bricketc aims to provide guidance from field experts to navigate through an array of options in the creative world and make an informed choice based on their experience on the website and app.

32 November 2022

WOMEN OF SUBSTANCE

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WOMEN'S DAY SPECIAL INITIATIVE

TRANSFORMING YOUNG MINDS THROUGH EDUCATION - Pooja Misal

She's building the next generation of leaders, ideators and transformers – students who will change the world, one brick at a time. As the Founder and Director of SMEF's Brick Group of Institutes, Pooja Misal is committed to creating an innovative and creative learning environment for bright young minds in Pune. She aspires to reform the learning industry in India with new and improved techniques, better access to digital tools and a quest for interactive and engaging education. Pooja has earned her MBA from Cardiff University, is pursuing her PhD in Education and continues to find courses to

become one of the most coveted institutions for Architecture and Design, not just in Pune but in the state of Maharashtra. The college has received the highest merit in the city; it's been recognized as one of the Top 20 Colleges in India and has received a B+ grade by NAAC. But that's not what defines Brick. It's the leadership Pooja brings to the table that makes it such an evolved and enthusiastic space to learn and grow. It's a place for students to mould themselves into future architects and interior designers, gain inspiration from top-class faculty members, practice hands-on learning and grow multifold.



enhance her knowledge.

As a dynamic educator, Pooja has always chosen the unconventional path. She started aestablished an Educational Foundation at the young age of 24 and has proved that anything is possible with 8+ years of phenomenal success in her field. At SMEF's Brick Group of Institutes, she invested in creating a conducive learning environment for creative and aspirational students – the ones who wanted to dream big, create a unique career, and make a real difference. In the last 5 years, Brick has

Pooja has found her purpose in developing human resources for our country. She's dedicated to building and honing talent that will be useful 10-20 years down the line. Education is undoubtedly a big responsibility, and Pooja has taken it up in her stride to do justice to this onus. Brick doesn't just offer knowledge on subjects or verticals but helps students' overall personality development. Brick believes in holistic learning and helps students understand more about themselves than the world – because that's what will transform the future. Students at Brick constantly win awards, trophies and recognition for their ideas, work and creative thinking. But the true award for Pooja lies in the fact that her students are socially aware and sensitive. At Brick, the students constantly take up new initiatives to help those in need, uplift spaces and spread smiles, too.

Just like SMEF's Brick Group is evolving, growing and developing every day, so is their founder and director.

For Pooja, every day is about learning something new – exploring the unexplored, daring to set out on new adventures and finding unique ways to make a difference. After establishing Brick as a leading creative hub, she's now ready to launch another new and exciting initiative. Backed by her expertise in the creative field for 8+ years, Pooja understands the value of delivering knowledge and guidance to those who want to choose the creative path in life. However, for many students, filling the gap between



choosing a creative career and actually pursuing their passion is challenging. Especially during the age when they are just learning about the world and their areas of interest, when they have to choose an educational stream or when they are confused about all the options the world has to offer.

Pooja has an insight into what the next generation would need to make it big, and she's ready to bring her next big project to the world. Her new ed-tech start-up offers something that hasn't been ever conceived before, and that's what makes it so unique and fascinating. As a woman of substance, Pooja's ability to envision what students need – today and in the future is what truly

separates her from the others.

Pooja Misal comes from a family belief that anything is possible, and she's proven it at every stage of her life – right from choosing to start a college at a young age to winning awards and accolades, growing her institute and recognition in the industry to innovating new ways to support students. As a woman leader, she's inspiring so many young girls to aim higher for their dreams, do the impossible and make a real difference. Pooja believes that all the lives she's able to touch through her journey of education are a true sign of success for her.

We wish this woman of substance many more decades of excellence and the knowledge to continue changing our world for the better.



Smriti Irani launches BrickETC

Ed-Tech firm BrickETC announced its one-of-a-kind hybrid ed-tech platform offering glimpses of various creative fields to young aspirants via multiple short-term courses. Smriti Irani, Union minister of women and child development, launched the platform on May 16.

SMEF'S BRICK SCHOOL OF ARCHITECTURE BAGS TWO AWARDS AT SOLAR DECATHLON AWARDS 2022

NU CORRESPONDENT
dailyashikupdates@gmail.com

Nashik: Nashik 8 Solar Decathlon is an international collegiate competition that held its first physical award ceremony at Delhi. The net-zero building challenge awards for 2021-22 was held in Taj Mahal Hotel in the presence of chief guest Dr Jitendra Singh, Union Minister of State Science & Technology; Minister of State (Independent Charge) Earth Sciences; Minister of State



from 109 institutions guided by 165 mentors participated. The entries were evaluated on ten criteria: energy performance, water

Team Arnima won the single family housing division with a cash prize of 40,000 and also bagged a chance to be incubated by IIHS. The teams also

winners of Solar Decathlon India for taking up real, live-building projects and developing innovative solutions. Dr. Singh also emphasized the need for real estate developers, builders, industry, and academia to work together to pool and synergies their experience, expertise, and resources for the overall welfare of society. He recalled the Panchamrit climate action agenda presented by the Prime Minister, Narendra Modi at the COP26 meeting that sets



A few glimpses of our work: **Events**

Mumbaikars have fun at this cake fest

Ismat Tahseen / TNN / Updated: Oct 6, 2018, 18:30 IST



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A cake decorating and baking show that took place at Goregaon saw folks get out their creative culinary side.



Mumbaikars at the cake festival that brings together cake enthusiasts and professional pastry chefs

सूरत के बेकर्स के लिए मुंबई में केकोलॉजी 2023 प्रदर्शनी में भाग लेने का सुनहरा अवसर!

सुरत , 3 अक्टूबर 2023। मुंबई में 6 से 8 अक्टूबर तक केकोलॉजी का आयोजन होने जा रहा है। बॉम्बे एग्जीबिशन सेंटर, गोरगाँव में आयोजित यह प्रदर्शनी माहौल को केक-प्रेमियों को हैरत में डालने वाले एक कन्फेक्शनरी परीलोक में बदलने के लिए तैयार है। स्थानीय और विदेशी, दोनों तरह के मशहूर केक कलाकार केक सजाने के लिए वर्कशॉप्स में मार्गदर्शन देंगे जहाँ प्रतिभागियों को केक सजाने के अपने कौशल में महारत हासिल करने का मौका मिलेगा। प्रदर्शनी के दौरान बेकर्सविले ऐरेना में 36 निःशुल्क मिनी वर्कशॉप्स होंगे। इसके अलावा, कलाकारों द्वारा केक और बेक पर 24 निःशुल्क डेमो होंगे जहाँ वे स्टेज पर अपने नुस्खे और युक्तियाँ साझा करेंगे। केकोलॉजी की फाउंडर, खुशी मालानी ने कहा कि, हम केकोलॉजी का छठा साल मना रहे हैं, हमें एक प्लैटफॉर्म का निर्माण करके रोमांच का अनुभव हो रहा है, जो घरेलू बेकर्स और वेंडर्स को समान रूप से सशक्त बनाता है। केकोलॉजी महज एक आयोजन नहीं, बल्कि रचनात्मकता और सहयोग को बढ़ावा देने वाला एक समुदाय है। हम इस मधुर सशक्तीकरण का सफ़र जारी रखने की आशा करते हैं। केकोलॉजी 2023 मुंबई में फॉण्डबाइट्स स्कूल ऑफ़ शुगर आर्ट की सुभाषिनी रामसिंह इतिहास को जीवंत करते हुए वीर -योद्धा हाथी का पुनर्निर्माण करेंगी।



मुंबईतील बेकर्सना केकॉलॉजी २०२३ च्या प्रदर्शनात सहभागी होण्याची सुवर्णसंधी !

मुंबई, : केकॉलॉजी ६ ते ८ ऑक्टोबर पर्यंत मुंबईत गोरगाव येथील बॉम्बे एक्जीबिशन सेंटरचे रूपांतर कन्फेक्शनरीच्या अद्भुत जगात होणार आहे. त्यामुळे केकप्रेमी हरखून जाणार आहेत. देश-विदेशात ख्याती मिळविलेले केक कलावंत प्रत्यक्ष कार्यशाळा घेणार असून येथे उपस्थित असणाऱ्यांना आपले केक सजावटीचे कौशल्य परिपूर्ण करण्याची संधी मिळणार आहे. बेकर्सविला ऐरेनामध्ये ३६ मोफत मिनी वर्कशॉप असणार आहेत. याशिवाय कलावंतांच्या केक आणि बेक यावरील २४ मोफत प्रात्यक्षिकांचे आकर्षण असेल. यात ते मंचावरून टीप आणि ट्रिक्स शेअर करतील. केकॉलॉजीच्या संस्थापक खुशी मलानी म्हणाल्या की, आम्ही केकॉलॉजीचे



मंचावरून टीप आणि ट्रिक्स शेअर करतील. केकॉलॉजीच्या संस्थापक खुशी मलानी म्हणाल्या की, आम्ही केकॉलॉजीचे

सहावे वर्ष साजरे करत असताना, होम बेकर्स आणि विक्रेत्यांना सारखेच सक्षम करणारे व्यासपीठ तयार केल्याबद्दल आम्हाला आनंद होत आहे. केकॉलॉजी हा केवळ एक कार्यक्रम नाही. हा सर्जनशीलता आणि सहयोगाला चालना देणारा एक समुदाय आहे. आम्ही मधुर सशक्तीकरणाचा हा प्रवास पुढे चालू ठेवण्यास उत्सुक आहोत.

केकॉलॉजी २०२३ मध्ये इतिहास जिवंत होणार असून फोर्डबाईट्स स्कूल ऑफ शुगर आर्टच्या शुभलक्ष्मी रामसिंग मवीर - दि वॉर एलिफंटसाठी करणार आहेत. राजा पुरुने वीर हत्तीवर बसून

केलेल्या झेलमच्या प्रसिद्ध लढाईचे यात चित्रण असणार आहे. या ऐतिहासिक प्रसंगाला शानदार मानवंदना दिलेली पाहण्यांना पहायला मिळेल अशी अपेक्षा आहे. केकॉलॉजीमध्ये एक नाही तर दोन प्रत्यक्ष चॅम्पियनशिप असणार आहेत. पहिली, ७ शुगरलेनच्या भागीदारीतील मआउट ऑफ द बॉक्स चॅम्पियनशिपफ मध्ये उपस्थितांना आश्चर्यचकित व्हायला मिळेल, कारण यातील सहभागींना थीम असलेला केक तयार करण्यासाठी केक सजवण्याच्या साहित्याने भरलेला एक मिस्ट्री बॉक्स दिला जाईल. दुसरी, व्हॅनहाउटेन प्रोफेशनल इंडियाच्या भागीदारीत, चॅम्पियनशिप मध्ये सहभागींना

Golden opportunity for Mumbai bakers to participate in Cakeology's 2023 exhibition

By Chandrashekhar Hendve @seashekhar

Cakeology is coming to Mumbai from October 6th to 8th, the Bombay Exhibition Centre in Goregaon will be transformed into a confectionery wonderland that will leave cake enthusiasts in awe.

Attendees are encouraged to roll up their sleeves and dive into the world of cake decorating at Cakeology's workshops. Renowned cake artists, both local and international, will lead hands-on workshops where participants can perfect their cake decorating skills. It's a unique opportunity to learn from industry luminaries, and best of all, there are 36 free mini workshops at the Bakersville Arena. Whether attendees are beginners or seasoned pros, these workshops will sweeten their skills.

At Cakeology 2023 Mumbai, history comes

alive as Subhashini Ramsingh of Fondbites School of Sugar Art is set to recreate 'Veer - The War Elephant,' symbolizing the epic Battle of Hydaspes where King Porus rode fearlessly atop Veer. Attendees can expect an awe-inspiring



tribute to this historical event.

Cakeology promises not one but two live championships. First, the 'Out of the Box Championship' in partnership with 7SUGARLANE will surprise attendees as participants

are given a Mystery box filled with cake decorating supplies to create themed cakes. Second, the 'Chocolate Wars' in partnership with Vanhouten Professional India will unfold on stage, where six teams will compete against each other with chocolate-themed creations.

The event proudly hosts the largest cake display competition in India in partnership with BakeHaven Confectioneries with 200 competitors spread across five different categories: Wedding, Sculpted, One-tier wonder, Decorative cupcakes, and Healthy Treats.

Additionally, the showstopper cake competition in partnership with Cake Decor Royal Icing Art will see 12 artists from all over India creating larger-than-life cakes under the theme "Around the World in One Day."

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Cakeology's Sixth Edition Returns to Mumbai with an Exquisite Showcase of Talent and Craftsmanship



केकॉलॉजी प्रदर्शन आजपासून सुरु

मुंबई : मुंबईत गोरगाव येथील बॉम्बे एक्झिबिशन सेंटरचे रूपांतर कन्फेक्शनरीच्या अद्भुत जगात होणार आहे. कारण ६ ते ८ ऑक्टोबरपर्यंत होणाऱ्या केकॉलॉजी प्रदर्शनामुळे केकखवय्ये हरखून जाणार आहेत. देश-विदेशात ख्याती मिळविलेले केक कलावंत प्रत्यक्ष कार्यशाळा घेणार असून येथे उपस्थित असणाऱ्यांना आपले केक सजावटीचे कौशल्य परिपूर्ण करण्याची संधी मिळणार आहे. केकॉलॉजीच्या संस्थापक खुशी मलानी म्हणाल्या की, “आम्ही केकॉलॉजीचे सहावे वर्ष साजरे करत असताना, होम बेकर्स आणि विक्रेत्यांना सारखेच सक्षम करणारे व्यासपीठ तयार केल्याबद्दल आम्हाला आनंद होत आहे.”

Cakeology's Grand Cake Fest Returns With Its 6th Edition To Mumbai, Unveils Exceptional Talent And Sweet

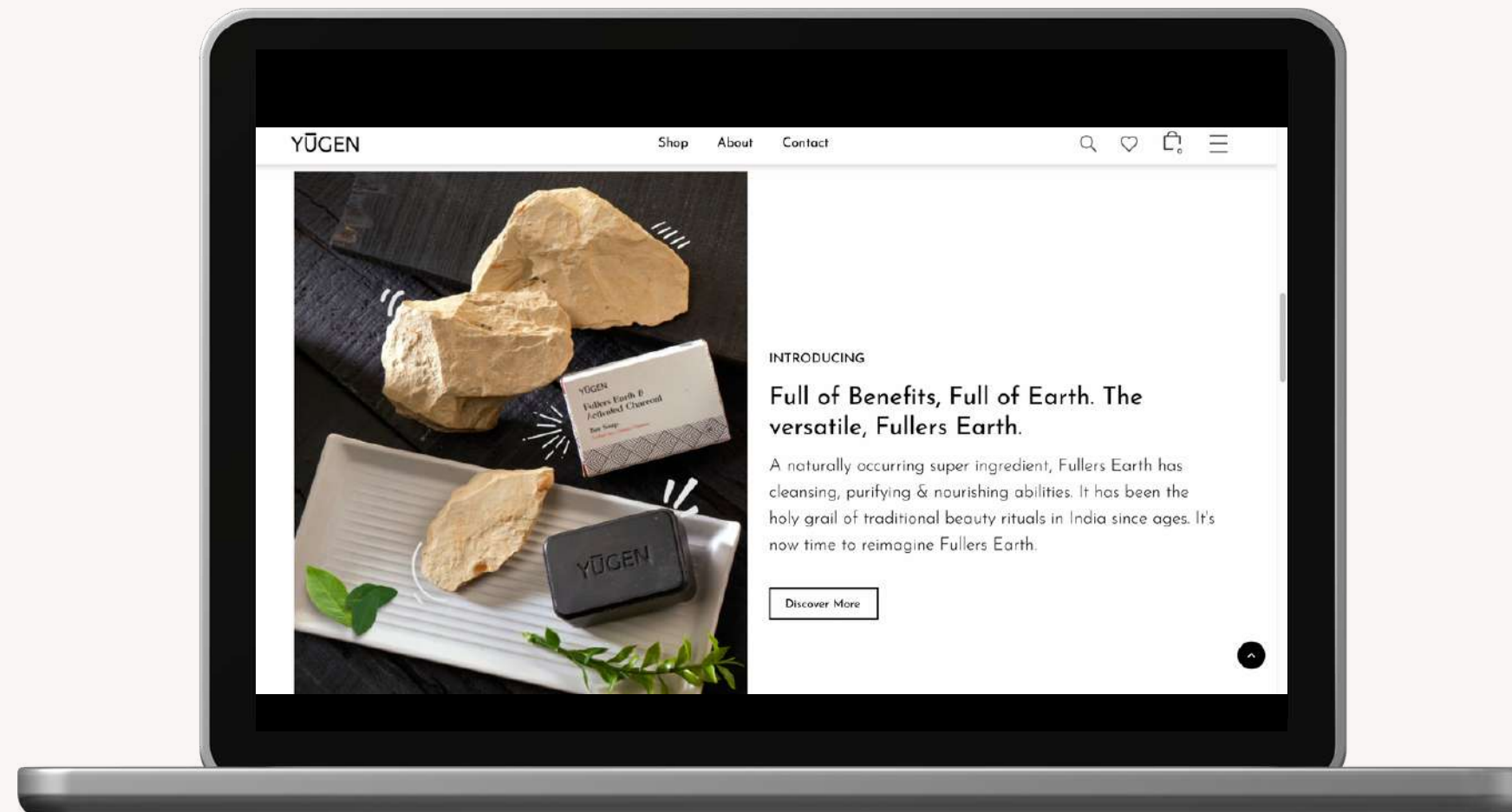
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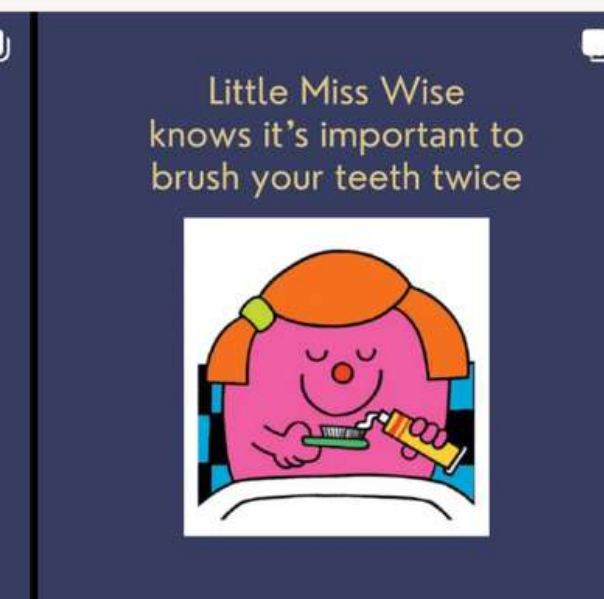
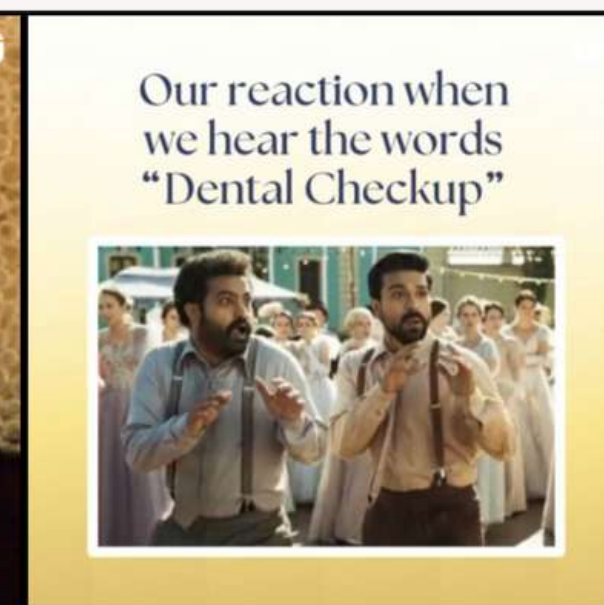
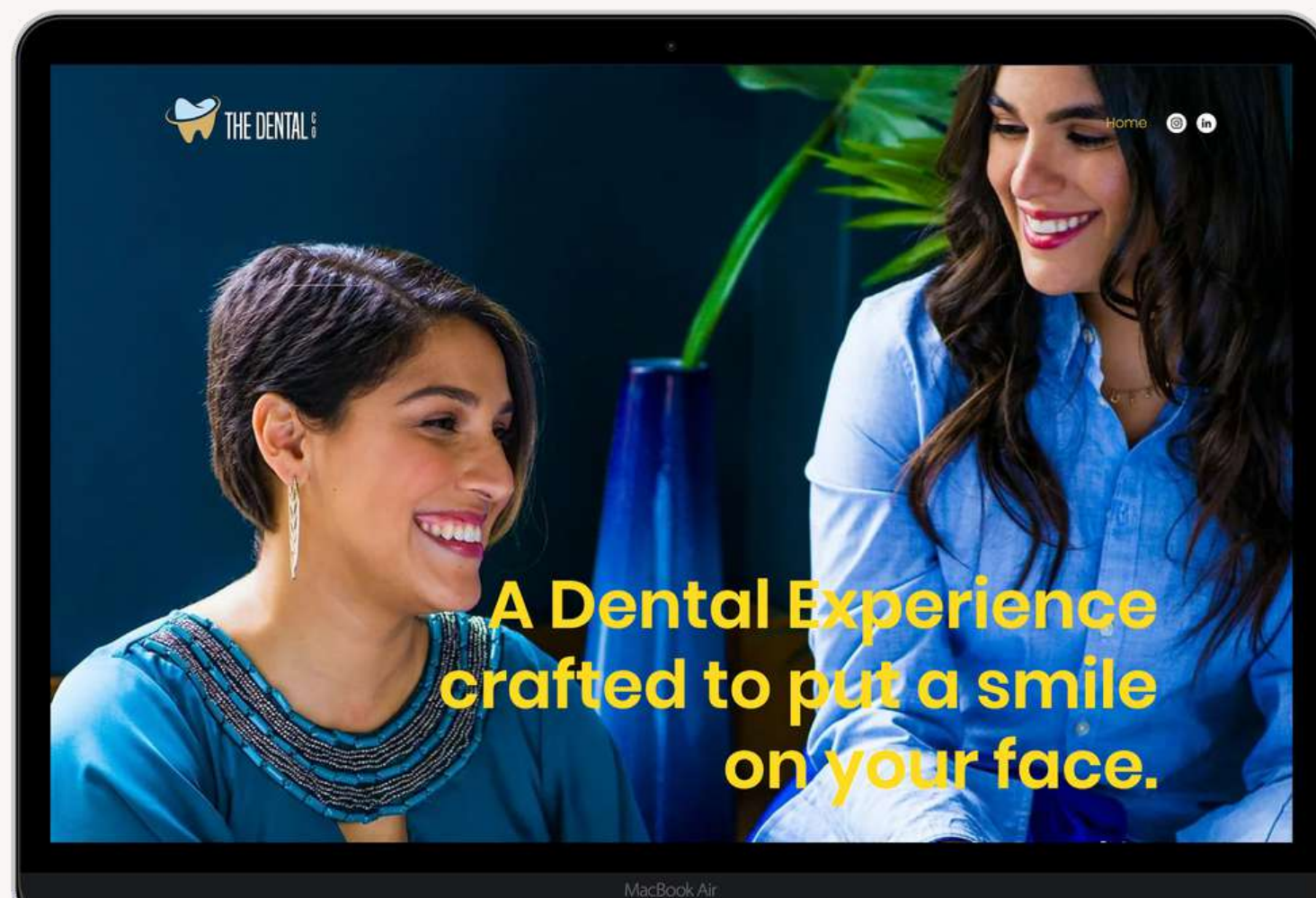
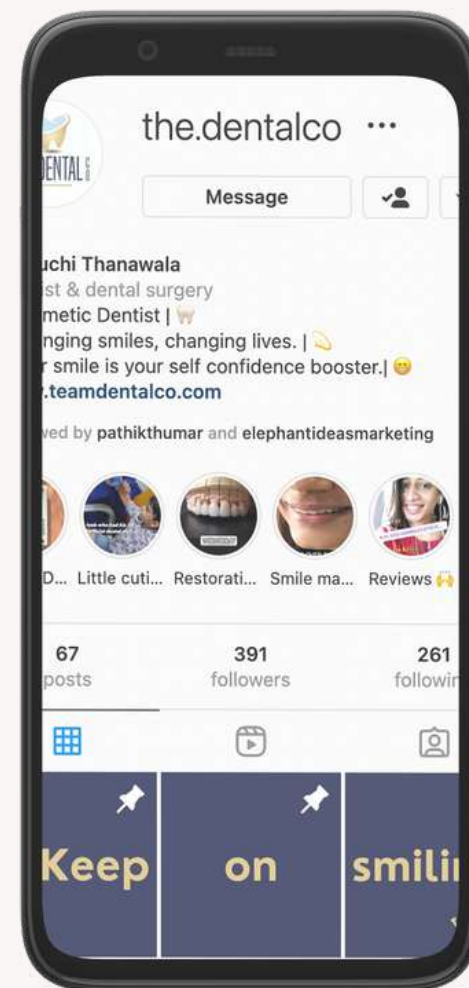


A few glimpses of our work: **D2C**

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