

# BRANDEDGUPSHUP

*Every brand has a story...*

Journey of  
King of Comedy

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Walk down the  
California Boulevard

Bournvita Biscuits -  
Subah ka biscuit?



**UrbanClap-**  
**A multifaceted**  
**Urban solution**

I was watching 'Share the Load Ad of Ariel' on television which inspired me to cover its story. The uniqueness of the campaign and the way it was being presented, enchanted me and thus, the birth of my venture [www.brandedgupshup.com](http://www.brandedgupshup.com). As I sat down to write my story on Ariel, I realized that if big brands like these have stories, small brands and aspiring ventures too must have stories which need to be told to the world out there. And then there was no looking back. From one story to another, I gathered myself to capture as many business stories as I could.

The stories that we cover not only provide a platform to the respective ventures but are an inspiration to other ventures too. We talk about their successes, their failures, their motivations and other details with much finesse.

The expansion happened when me and my best friend Shipra were looking to cover a story on an upcoming restaurant in Lajpat Nagar and they offered us to do graphics designing for them in addition. From designing the wall graphics for their upcoming restaurant to their menu, their pamphlets and the hoarding, we did it all. It was a stepping stone for [brandedgupshup.com](http://brandedgupshup.com).

Graphics designing got added in our portfolio after this and using my Engineering skills and my old dream of becoming a website developer, I started developing and designing websites too.

I got my first website contract of an aspiring choreographer. I felt like I was a part of every start-up I was working for. There is a rush of start-ups in our country and everybody dreams of establishing their own ventures. I want to help other start-ups follow that dream and fulfil it.

Then came a phase of further expansion when my MBA friend Parina gave up her job at a bank and joined me. We decided to expand and add up other marketing services to our profile. It was yet another milestone for [brandedgupshup.com](http://brandedgupshup.com) when we added other marketing services like social media marketing and marketing research to our portfolio.

[Brandedgupshup.com](http://Brandedgupshup.com) has been making journeys easy and smooth for businesses and upcoming ventures by providing them the much needed digital presence. By designing innovative graphics for ventures and posting them on Facebook, Instagram and other social media pages, we give them the social buzz. We create websites to give them an online identity and do marketing research for ventures so that they know the entire market scenario before stepping into it.

We want a life of multiple start-ups and not just one. We want to live their journeys with them and be with them at each moment of their entrepreneurial life cycle.

*Ipsa Arora*

## CORE TEAM

### **Ipsa Arora, Founder**

*A learner by attitude and an achiever by aspiration, she believes in following her heart and doing what she loves. She tries to live each moment to the fullest and spread smiles around as much as she can.*

### **Parina Kalra, Marketing Partner**

*She is a fun loving and an optimistic person who loves to explore the beauty of life. She does what she likes, following the way she likes. Her dreams are her motivation and her family is her inspiration.*

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# Want to see a Google ad? Google it!

*By Ipsa Arora*

**H**ow many times have you used the word 'search' to actually search things online? "What is the capital of Philippines?" Google it! "When will the world end?" Google it! "What is the weight of an ant?" Google it! Any query, any thought or any misunderstanding, Google it! Google has created such a strong brand association with its audience that it comes in top of the mind recall when we have to search anything online. For a majority of people, search engine means Google.

According to data collected by Return on Now (2015), Google has a market share of 96% in India. With a huge market share, what is the threat that Google is facing and why does it need to focus so much on advertising?

According to Times of India report, the approximate number of people using mobile internet in India is 371mn and the number is suspected to increase. In such a case, people are getting exposed to mobile applications which are, in a way, serving as substitutes for Google search.

A lot of solutions to people's problems are found in these free, easy to install and use applications. Zomato lets you look for a restaurant in your area, order food online and check restaurant reviews and ratings. Big giants like Flipkart, Amazon, etc. have made it much convenient for people to browse through their applications and select from a plethora of items they have

listed. If this is not enough, individual brands have their own apps, Dominos, Ola, Bookmyshow and many more catering to all walks of life. This is posing a threat to Google and therefore, it believes in advertising so that it can maintain its connect with people.

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## FOR A MAJORITY OF PEOPLE, SEARCH ENGINE MEANS GOOGLE.

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Google ads broke the internet in 2013 when it came up with a story of re-union of two friends 60 years post India Pakistan partition. The ad touched on the sensitive topic of partition, separation and re-union and how Google becomes a catalyst in bringing two old friends together. The story makes us so emotional that we become lost in dropping a tear as we smile seeing the two friends unite. Google too accomplishes its task of making a mark. In the initial part of the ad, the usage of Google over the desktop is shown which later switches to Google app.

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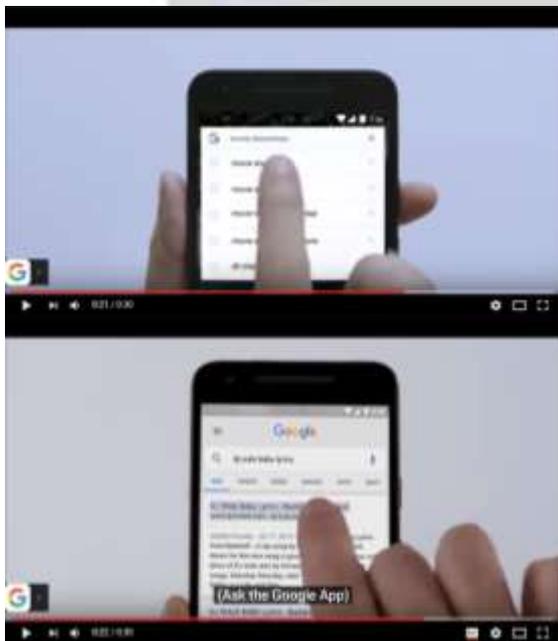
## PEOPLE ARE GETTING EXPOSED TO MOBILE APPLICATIONS WHICH ARE, IN A WAY, SERVING AS SUBSTITUTES FOR GOOGLE SEARCH.

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*Screenshot taken from Google India YouTube channel*

Now, the ads are specifically focussed on the Google app. “Answers made easy with the Google App” is Google’s latest television campaign showcasing how Google is the best medium to look for anything and everything you want, even something you could otherwise fetch from different applications. These are short, light and funny ads with its message nicely enveloped.



*Screenshots taken from Google India YouTube channel*

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**“ANSWERS MADE EASY WITH THE GOOGLE APP” IS GOOGLE’S LATEST TELEVISION CAMPAIGN SHOWCASING HOW GOOGLE IS THE BEST MEDIUM TO LOOK FOR ANYTHING AND EVERYTHING YOU WANT, EVEN SOMETHING YOU COULD OTHERWISE FETCH FROM DIFFERENT APPLICATIONS.**

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Google has also created a 6 minute story called ‘The hero- A Bollywood story’ which shows the journey of a man and his long lost dream of becoming a Bollywood actor. It shows the efforts his son puts in letting his father live his dream for a day and all this with the help of Google application.

All in all, Google does leave us with emotional stories, stories we can cherish or short snippets leaving us with a smile remembering it in our times of need, remembering it when we have to Google again!

### Fun Fact

**THE NAME 'GOOGLE' IS ACTUALLY DERIVED FROM THE MATHEMATICAL TERM 'GOOGOL' WHICH IS BASICALLY 1 WITH A HUNDRED ZEROS FOLLOWING IT.**

# *Swingly Delicious!*

## *– Mood Swingers Café*

### About the Author

*Pranjali Nagpal* is currently pursuing Bachelor of Education from I.P University. She is passionate about painting and likes to indulge herself in any kind of art work. She is very easy going and friendly person with good spirits. She is at her happiest moment when she reads a good book. She also likes to pen down her thoughts frequently. Anything which brings good vibes with it cheers her up from within.



*Mood Swingers café*

Situated in the hub of cafes in Hudson Lane, GTB Nagar, this café has an amazing vibe to it right from the place where it is built. The visitors can easily spot a graffiti wall with attractive one liners as well as a swing outside the café – giving it all a funky look! As the name of the café suggests ‘Mood Swingers’, it actually caters to a variety of your moods once you enter the place. It sets you in a happy mood and for this, the owners have done a great décor to the place, giving the indoors a very appropriate Bollywood touch! The walls are done with large camera reels with portraits of yesteryears’ bollywood stars like Dilip Kumar and Nargis; giant CD covers embellishing the pillars inside and famous bollywood dialogues decorating the inner area of the café.

Get your business featured in our next edition! [Write to us at: marketing@brandedgupshup.com](mailto:marketing@brandedgupshup.com)

The whole ambience of the café is amazing with attractive décor, great variety of music being played all the time and the cool swings that add charm to this place. Coming to the service by the staff then I must admit the people there are welcoming and polite. Each visitor is treated well and any kind of delay in food service is avoided.

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**FROM AFGHANI CHICKEN PLATTER TO MEXICAN CORN WRAP, THEY HAVE MOUTH WATERING DISHES ON THEIR MENU.**

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However, what makes this café different from the neighbouring cafes in the area is the kind of food they serve and its taste. When I happened to visit this place, I was amazed to see the variety of food items they offer. From Afghani Chicken Platter

to Mexican Corn Wrap, they have mouth watering dishes on their menu. We had ordered Chilli Paneer Pizza which had the right amount of crispiness in it with the crust being thick and crunchy. It had sauté paneer pieces with all the spices and created a delicious ocean of tastes in our mouth.



*Chilli Paneer Pizza*

Next I had ordered two shakes- KitKat and Brownie Shake which were served chilled and had this amazing chocolaty taste in them. The KitKat shake was blissfully delicious with a KitKat finger as topping. Also, Brownie shake had a super tasty brownie crumbling dipped in it with choco-stick as topping. Ah! Pure Bliss! From Belgi-Yum Chocolate Shake to Choco Pie Shake, you name it, they have it! Also, they have this amazing idea of giving the shakes a great bollywood twist like- Dil Chahta hai Shake, Luka Chupi Shake etc.

All said and done, it was a stupendous experience visiting this fancy café. We had delicious food and were bowled over by

the great and warm ambience of this place.

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**FROM BELGI-YUM CHOCOLATE SHAKE TO CHOCO PIE SHAKE, YOU NAME IT, THEY HAVE IT!**

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*Kit-kat and Brownie shake*

A must visit for all the food lovers and especially those who like to try new dishes quite often. With amazing variety of snacks and a blend of sweet melodies going on in the heart of it, this place is surely going to provide a great experience to every person who happens to visit it. And yes, keep swinging!

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*For advertising, mail us at [marketing@brandedgupshup.com](mailto:marketing@brandedgupshup.com)*

# The Max Life

## About the Author

**Ajay Gupta** is the founder of NothingGeek (Tech news website and YouTube channel). He is currently learning the tricks and trades of Marketing from MICA, Ahmedabad. You can reach him at his official Twitter handle, @Nothing\_Geek or follow his Instagram, [ajay.nothingggeeek](https://www.instagram.com/ajay.nothingggeeek).

In this ever evolving mobile market, brands need to work out new ways to keep their consumer base interested. At the same time, they need growth in terms of user base and revenue. Keeping this in mind, two mobile phone makers, Coolpad and ASUS, recently launched new phones. They differ in terms of price but a single word unites them- Max!

### Coolpad Max

This phone boasts of a complete metal body of high grade and fingerprint scanner. It has a 5.5 inch full HD display. The phone is powered up by 4 GB of RAM and Qualcomm Snapdragon 617 processor. I was fairly impressed by the build quality and the performance of this phone. But then, the camera did not excite me as much. The phone is capable but I feel it is slightly overpriced.

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**IN THIS EVER EVOLVING MOBILE MARKET, BRANDS NEED TO WORK OUT NEW WAYS TO KEEP THEIR CONSUMER BASE INTERESTED**

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Source: [gadgets.ndtv.com](http://gadgets.ndtv.com)

Coolpad has been doing well in the sub-Rs. 10,000 market. However, real money is made in the high range segment. Thus, Coolpad came out with its Coolpad Max. I agree with the strategy but then the product should have offered more.

### Zenfone Max

The suffix Max is apt for this phone as it boasts of a massive 5000 mAh battery. With over a 20 plus day standby time and a 2.5 day usage time, Zenfone Max is a hero when it comes to battery life.

Further, you can use it as a power bank and charge another smart phone with it. Pretty cool, huh!



Source: [geekbuying.com](http://geekbuying.com)

The camera of this phone manages to click some crisp images and I am happy with the Snapdragon 615 processor too. Needless to say, the ASUS user interface is quite robust and they launch updates on regular basis.

But then, there is always a however to a phone and Zenfone Max has its. Weighing more than 200 grams, this phone is for people who like their device big. Avoid it if you like 5 inch displays and light phones.

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# In a tete-a-tete with Mr. Vishal Gupta, co-founder of mycity4kids

*By Ipsa Arora*



**M**ycity4kids is 'about your child, around your home'. It is a one stop online marketplace to cater to all information related to kids services. Be it school, sports, parties, play dates, they have a solution to all these needs of your child and many others. In an interview with Mr. Vishal Gupta, co-founder and MD, we get to know their idea behind shaping up of mycity4kids, their journey so far, their future plans and more.



*Mr. Vishal Gupta, co-founder and MD*

**Q1 For the benefit of our readers, can you please give us a brief about your business and the services you provide?**

Mycity4kids is the largest content platform for parents and more specifically, Mums in India. The content consists of:

- a) The largest Mommy Blogger platform with over 1200 bloggers and 8000 blogs
- b) The largest Discovery platform for kids' services and events with more than 75,000 service providers across 9 cities

3 million mums visit the site every month to consume this content which is a good indicator of how popular the site is at an overall level.

Within this, the most popular content on mycity4kids is the blogs contributed by Mums where they share their stories on the joy and frustration that constitute parenthood. It's popular because every Mum feels that she's not alone and that there is someone else, going through exactly the same experience, good or bad,

making it a virtual support group for the entire Mum community.

**Q2 Yours is quite a unique model. What was your motivation behind this?**

Modern parenting isn't easy and the demands it places on parents and more specifically, Mums, can make it quite stressful. From taking decisions on schooling, to what classes to send the kids to, planning holidays to organizing play dates, scheduling daily pick-ups and drops for kids to managing their own careers and home, mothers simply have a lot on their plate to deal with.

We wanted to become the indispensable mobile platform for today's multi-tasking Mum by giving her access to everything she needs, in one place.

A lot has changed since we were children impacting the flow of parenting knowledge. Nuclear families, moving across cities, working spouses, virtual communities are some examples of this change. The result of all this is that unlike earlier when parenting knowledge flowed vertically from grandparents to parents, we see a shift in that knowledge flow is much more horizontal, with peer group advice from other Mums playing a much larger and more influential role. Our platform facilitates this exchange of knowledge between Mums, thereby ensuring that the job of parenting never overtakes the joy of parenting.

Lastly, as a parent, one is always looking for places to take the kids to – whether it is a weekend outing or heated swimming

pools in the Delhi winter. All this content is readily available city-wise on mycity4kids – right from cycling tracks for kids, to bird watching, to top places to visit and so on, making parenting life so much more fulfilling.



*Mr. Vishal Gupta with kids*

**Q3 Your services are listed in metropolitan and other major cities. What prospects do you see in tier-2 cities of the country? Do you plan to venture there?**

Absolutely! Our blogs are already being consumed in Tier 2 & 3 cities, ranging from Guwahati to Cochin, so the mycity4kids brand are getting stronger all the time. We'll leverage this popularity by opening the listing services in these cities.

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**OUR PLATFORM FACILITATES THIS EXCHANGE OF KNOWLEDGE BETWEEN MUMS, THEREBY ENSURING THAT THE JOB OF PARENTING NEVER OVERTAKES THE JOY OF PARENTING**

---

**Q4 Your target segment is new and old mothers and you already have a large**

**customer base. What helped you in winning the trust of these mothers?**

Parenting can be a lonely journey especially in a modern, nuclear family set-up in urban areas. Our platform has been helping mothers to share their experiences of bringing up a child within an online community where they can easily relate to others like them. Thus, our platform functions as a virtual sounding board which provides guidance, reassurance and support by aggregating the wisdom of mothers across the country. It acts as a harbinger of hope, inspiration and happiness for mothers. Through their closely-knit and strong network, the mommy-bloggers on mycity4kids help parents to understand the nuances of parenting and learn from their experiences. It encourages them to deal with the challenges that life throws at them during this crucial role through a virtual support system that serves as a highly unbiased, authentic and practical guide to parenthood.

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**THROUGH THEIR CLOSELY-KNIT AND STRONG NETWORK, THE MOMMY-BLOGGERS ON MYCITY4KIDS HELP PARENTS TO UNDERSTAND THE NUANCES OF PARENTING AND LEARN FROM THEIR EXPERIENCES.**

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**Q5 You have services listed in various sectors like sports, education; shopping, etc. do you plan to expand your services? If yes, how?**

Currently we focus on 0-14 age group & therefore you'll see an extensive set of services ranging from fun places to go, all about birthdays, Education (Schools/ Playschools), Hobbies, Sports, Tuitions, Enhanced learning, Shopping and Health & wellness.

As we forge ahead, we'll enlarge this age group (from -9 to +14), thereby also focussing on services related to pregnancy, prenatal, maternity, newborn etc.



***Mycity4kids Application***

**Q6 What is slated for the year 2016 for MyCity4Kids?**

We want to be the indispensable mobile platform for Mums. Our vision is to have every Mum in the country use mycity4kids every day. Our expansion plans therefore, are focused on becoming a daily-use product for every mother. You will see several initiatives in that direction, like the mycity4kids parenting app (which is now available on both android & iOS platform). The objective is to increase the monthly website visits from 3Mn to 5Mn. Also increase the blogger network from 1200 to 5000 mommy bloggers in next one year.

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**OUR VISION IS TO HAVE EVERY MUM IN THE COUNTRY USE MYCITY4KIDS EVERY DAY.**

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**Q7 Anything you want to add?**

Our community influencer initiative successfully connects prominent brands to our bloggers' personal networks. This is a great way of empowering mothers further and mycity4kids platform helps them achieve this feat. We have connected with over 30 brands in the last one year that target mothers like Kellogg's, Horlicks, Amazon, Quaker, Flipkart, Pampers, Dettol, Dabur, to name a few through various Content and influencer marketing solutions. It engages mommy bloggers through Brand Advocacy Programmes by turning them into brand advocates, Blogger Meets & conferences, video editorials, customized expert content & social influencer engagement programmes.



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# *Experience the authentic Italian at La Vie Ristorante Italiano*

## About the Author

*Aman Arora is pursuing B.Ed. from IP University. He writes poems and short stories and published Aman Arora Anthology, a collection of poems in April 2016.*

As the globe keeps moving on its axis, cultures, more than anything else, have been inter mixing with each other. Food is a substantial part of culture which has moved from the place of its origin to travel the world and wherever it goes, it undergoes some changes according to the tastes of the inhabitants of that place. It is great to see the variations of your favourite food as it undergoes these changes, but it is best to taste that food when cooked with the original recipe.

Eating pizza at La Vie, Khan Market was one such experience for me. Having eaten

a lot at Dominos and Pizza Hut, it was the first time that I ate at an authentic Italian restaurant. And boy, did I love it? It was as if I was having pizza for the first time because it was so different from what we normally get. The most significant part was the thin crust. It had its own taste and was just not flour. Many of us leave out the sides of the crust because it is not rich in toppings and taste. With a thin crust you eat the whole pizza and crave for more.

Spices add to the flavour of the food, but only when they are done in an appropriate proportion. Just adding spices does not bring taste, but confuses your taste buds. The pizza had sufficient toppings and seasonings. To have an even better experience, the attendant suggested trying some olive oil on our pizza. It was an unusual idea and we went



At La Vie, Khan Market

reluctantly for it but it did add that extra tint of taste.

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**FOOD IS A SUBSTANTIAL PART OF CULTURE WHICH HAS MOVED FROM THE PLACE OF ITS ORIGIN TO TRAVEL THE WORLD AND WHEREVER IT GOES, IT UNDERGOES SOME CHANGES ACCORDING TO THE TASTES OF THE INHABITANTS OF THAT PLACE.**

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Being a fan of fruit juices, I was happy to look at pineapple juice in the menu, but as it was unavailable, I had to go for watermelon juice, which is an uncommon preference both in terms of availability and demand. But it was sweet. I finished it in no time despite its decent quantity.

The attendant was a sweet man. My friend from Trinidad gave the man an experience he would not forget. She taught him a couple of words of courtesy

in Italian and asked him a few questions about the food and Italy which he was not supposed to know. He just works at this place; he has not studied about it in college. He kept very quiet and smiling, but attended us very well. She even asked him why they were playing Spanish music in an Italian restaurant. There was some Arabic and French music as well, and only when we were leaving, they played an Italian symphony. I would not complain listening to different kinds of music at one place. It felt as if the world is coming together.

The dessert was fresh, delightful and fulfilling. We had good food and good time, much like the Indian family on the other table and the Italian duo on the side table.

Try La Vie if you feel you deserve a better pizza and want to enjoy on a quiet and cozy environment with your date, family or friends. It would lighten your wallet, but it would be worth it.

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# Clash of the Titans: Honda vs Hyundai!

By Parina Kalra



Compact Sport Utility Vehicles, popularly known as the Compact SUVs have successfully established a new trend in the market. This segment is a class apart and its size ranges between mini and mid-size SUVs. The rapidly growing compact SUV market offers plenty of cheaper models which come at a price of a small hatch.

Choosing the best compact SUV can be a herculean task. "Best" is a term associated with a user's specific needs. What matters to you most while selecting a car might differ from what your friend, neighbour or co-worker desires. Therefore, we would not be pointing out best or worst, we would just highlight the key features

which we liked the most about the two categories we have chosen.

It's Hyundai vs Honda! Oh yes! We bring to you the comparison of Hyundai Creta with Honda's latest BR-V. The car of the year 2015, Hyundai Creta, captured the compact SUV market with its iconic design and a plethora of exciting features. Honda's BR-V is a new entrant in the segment with appearance quite similar to CR-V and is the only 7-seater car in its category.

---

**THE RAPIDLY GROWING COMPACT SUV MARKET OFFERS PLENTY OF CHEAPER MODELS WHICH COME AT A PRICE OF A SMALL HATCH.**

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Let's look at some of the basic features in the basic model of these two brands:

BRAND	Honda BRV i-VTEC E MT (Petrol) From Rs. 8.8 Lakhs	Hyundai Creta 1.6 VTVT L (Petrol) From Rs. 9.2 Lakhs
<b>Available Colours</b>	Alabaster Silver Metallic Urban Titanium Metallic Carnelian Red Pearl Tafetta White Golden Brown Metallic Orchid White Pearl	Sleek Silver Phantom Black Mystic Blue Polar White Star Dust Red Passion Pearl Beige
<b>Seating Capacity</b>	7	5

Honda has smartly priced the vehicle; the top-end petrol version differs by almost Rs. 1 lakh while the diesel versions have a difference of about Rs. 1.5 lakhs. This works substantially in favour of those who wish to purchase a vehicle for its usefulness. BR-V doesn't have a 5-seater variant but its last row seats are foldable allowing more room for cargo.

Some more features to look at:

BRAND	Honda BR-V	Hyundai Creta
<b>Anti-Lock Braking</b>	No	Yes
<b>Central Locking</b>	Yes	Yes
<b>Power door Locks</b>	No	Yes
<b>Child Safety Locks</b>	Yes	Yes
<b>Anti-Theft Alarm</b>	No	Yes
<b>Driver Airbag</b>	Yes	Yes
<b>Passenger Airbag</b>	Yes	Yes
<b>Electronic Brake Force Distribution</b>	No	Yes

Hyundai often gives priority to looks and undoubtedly Creta is beautifully designed to look stylish and appeal the youth. People now-a-days are resorting to features which provide them ease of drive. Keeping this in view, Creta is loaded with certain features like touch-screen navigation and reverse camera which are lacking even in the top variant of BR-V.

Another exciting feature is the six-speed gearbox which both the brands have provided. In terms of fuel efficiency, which is a crucial aspect for a buyer, there isn't much difference among the two as both the brands have almost similar mileage with BR-V having a slight edge of about 0.7 kmpl.

BRAND	Honda BR-V	Hyundai Creta
<b>Mileage-City</b>	11.9 kmpl	11.2 kmpl
<b>Mileage-Highway</b>	15.4 kmpl	15.3 kmpl
<b>Fuel Capacity</b>	42 litres	55 litres

**BR-V DOESN'T HAVE A 5-SEATER VARIANT BUT ITS LAST ROW SEATS ARE FOLDABLE ALLOWING MORE ROOM FOR CARGO.**

To summarize, a rational buyer would definitely go for more space, decent looks and comparatively lesser price as offered by Honda BR-V. On the contrary, a buyer who aspires for a splendid driving experience is thrilled by the looks and wants to own a feature-loaded car would prefer Hyundai Creta. All in all, both these cars are a good deal and carry value of trust worthy brands.

## The journey of king of comedy through the eyes of his young fan

### About the Author

*Tejas Singh is a young boy of 13 years, currently studying in 8<sup>th</sup> grade. He is passionate about writing and is fond of playing video games.*

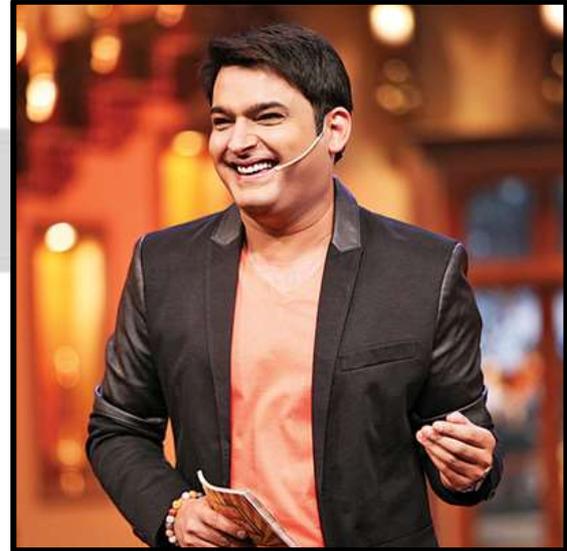
The comedy king of television, Kapil Sharma started his journey of an amazing life in Amritsar, Punjab. He did not have a great childhood as he wasn't a study lad at all! If you all think his passion was being a comedian from early age, then you are mistaken as he always wanted to become a singer. Then he graduated from Hindu college, Amritsar.

The second phase of his life started when he took part as a comedian in **The Great Indian Laughter Challenge** season 3. He was rejected in the audition round of the show. It was a low point in his life and he thought of giving up comedy but then he was called back to the show. It is hard to believe that a person who failed to pass the auditions, came back to win the show. It was a birth of a determined comedian Kapil Sharma.

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**IT IS HARD TO BELIEVE THAT A PERSON WHO FAILED TO PASS THE AUDITIONS, CAME BACK TO WIN THE SHOW. IT WAS A BIRTH OF A DETERMINED COMEDIAN KAPIL SHARMA.**

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*Source: shortday.in*

The key reason of his success is his family. He is a great admirer of his mother and loves her to no end. His role model as a kid was his father who was the head constable of the Punjab Police. He died of cancer at the Safdarjung Hospital in Delhi, in 2004. Kapil Sharma spent a lot of time with his father in his last days. When he died Kapil's family wasn't left with any money. Later, they fixed Kapil's sister's wedding and the groom's mother asked them to throw an engagement party. They had 6 lakhs in total out of which 3.5 lakhs were spent on his dad's cancer operation and 2.5 lakhs were left to get his sister married. Then he was fortunate to win The Great Indian Laughter Challenge. He was awarded Rs. 10 lakhs and asked his sister to buy a ring of her choice for the ceremony. Then his stage to glory lit up! The next show he participated in was



Source: [www.indianexpress.com](http://www.indianexpress.com)

Comedy Circus on SET India. He won a total of six seasons in that show.

He decided to quit the show and start a show of his own, **Comedy Nights with Kapil** which was soon beating every other show in TRP. He invited Dharmendra on his very first episode and then every star who gave him the honor to interview them which resulted in making Comedy Nights a great success. He also got the opportunity to host Jhalak Dikhla Ja with Manish Paul and a greater opportunity when he got to host the 60<sup>th</sup> Filmfare Awards with the renowned Director-Producer Karan Johar. He was invited for The Anupam Kher show, Farah ki Dawat, Voice India, Indian Idol Junior, DID, Aap ki Adalat and Kaun Banega Crorepati Season 8. He was also the host of the 61<sup>st</sup> Filmfare

awards, 22<sup>nd</sup> Star Screen Awards and the Star Guild Awards.

He got his break in Bollywood with Abbas Mustan's comedy film "Kis Kisko Pyaar Karoon". He was honoured with 'Indian of the Year' award and his show Comedy Nights with Kapil was honoured as the funniest comedy show. Moreover, he received an award for promising male debut for his film "Kis Kisko Pyaar Karoon".

Prime Minister Narendra Modi nominated him for Swachh Bharat Abhiyan. He actively promotes PETA and has adopted Zanjeer (his dog) which has become a big part of his life.

Currently, he is busy with his second show, The Kapil Sharma Show. It has been doing well so far and is expected to reach new heights of success.

*Check out our website [www.brandedgupshup.com](http://www.brandedgupshup.com) for more stories.*

## Will India make Bournvita its Subah ka biscuit?

*By Ipsa Arora*

**M**ondelez India Foods Limited (former Cadbury India Limited) launched Oreo biscuits in 2011 which have succeeded in becoming a favourite among the people of the country. 5 years hence, in May 2016, they came up with their second biscuit brand 'Bournvita'. The biscuit category in Indian market is worth Rs. 25,000 crore and to penetrate deeper into this segment, Mondelez came up with this new brand especially for the Indian market.

Bournvita as a name as well as a brand is not new to the Indian market. Cadbury Bournvita malted drink came in India the same year as Cadbury India was established, that is, 1948. It now comes in various flavours and is a dominating player in the brown beverages category.

As a brand extension to Bournvita, Mondelez have introduced Bournvita biscuits and aims to cater to the morning cookies market when approximately 45% of the biscuits are consumed. The ads and hoardings promoting this call Bournvita as the 'Subah ka biscuit'. Along with providing a rich taste to the people of India, Mondelez aims to take forward its legacy and heritage. They say that it will be one of the top 5 biscuit brands in terms of advertising spent over the next one year. Bournvita biscuits come in two sizes prized at Rs. 10 and Rs. 25 respectively.

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***Bournvita biscuits***

But the question that arises is whether the biscuit will cannibalise the beverage Bournvita's sales? The core value behind Bournvita biscuits is same as that behind the beverage- to bring together the taste that kids love and the nutrition that mothers want. The taste of the biscuit is also based on the taste of the beverage. Mondelez believes that there will be very low cannibalisation and only aims to acquire a stronger position in the market.

Bournvita as a beverage has been India's one of the most popular since 7 decades now and holds a strong position in the market. The biscuits might as well complement the beverage returning the double-digit growth to Mondelez.

There have been similar brand extensions by brands such as Horlicks who tried to enter the biscuits category with the launch of Horlicks biscuits but could not reach desired heights of success. Mondelez believes that such a brand extension would not be possible without differentiation and marketing push.

Another question is whether Bournvita biscuits will be able to scale as good as Oreo has scaled in these years? Oreo biscuits possess a huge chunk of the premium segment of biscuits and have

been growing by 7% year-on-year. India is among the top 5 markets for Oreo. Whether Bournvita biscuits be able to do equally well in its category or not will be clear in a matter of time.

## CONTEST

# Spin a tale!

Sponsored by **Smoothie Factory India**

B

*Use these popular taglines and spin a story.*

1. *Dil ki deal - Snapdeal*
2. *Taiyaari Jeet Ki - Bournvita*
3. *Aj kuch toofani karte hai - ThumbsUp*
4. *Kuch meetha ho jaye - Cadbury*
5. *Zindagi ke sath bhi zindagi ke baad bhi - L'Oréal*
6. *Bajatey raho - Red FM*
7. *Dimaag ki batti jala de - Mentos*
8. *Jaago Re - Tata Tea*
9. *Ab har wish hogi poori - Flipkart*
10. *Chalo niklo - Ola*



**Rules:**

- The story should contain all the taglines.
- The taglines can be in any order.
- The story can be written in English/Hindi/Hinglish.
- There is no word limit to the story. Be as innovative as you can.
- The story should be meaningful.
- Mail your story to [brandedgupshup@gmail.com](mailto:brandedgupshup@gmail.com) by 30th November, 2016.

**The best entry will win amazing prizes from SMOOTHIE FACTORY INDIA.**



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# Walk down the California Boulevard

## About the Author

**Aarshi Arora** is a software engineer by profession, a big time foodie and bit of a travel bug. MyTravelCurry is a pursuit to share her culinary experiences and to explore the roads least travelled.

Are you a couch potato or a Hollywood bigot? Are you a victim of serious gluttony? Do you agree if Hauz Khas in the south and Rajouri in the west is the answer to a foodie's delight? With Cafes and Bistros mushrooming in the city, there is one amidst them, The California Boulevard, which lives up to its name.

The California Boulevard, a restaurant based in BK Dutta market of Rajouri Garden, has a Hollywood theme. With walls adorned with framed pictures of Hollywood celebrities, a red carpet rolled out to welcome its guest and an embellished Harley Davidson Cruiser in the front access, the place is perfect to dine in with family or to meet a loved one.

The ambience and aroma are mesmerizing and the visitors can be assured of having a space of their own. They specialize in multi cuisines: American, Asian, European and Seafood.

We began with Veg. Platter gorging onto eight delicious dishes which was a depiction of a genre of cuisines they serve. Here I provide a review of some of the dishes which we had.

**Corn and cheese Croquettes:** It took me a while to decode this dish that looked much like boiled potatoes. The moment I had a bite I smiled from ear to ear,

absolutely lip smacking. The Croquette was cylindrical bread stuffed with cheese infused with corn flavour, served with mustard mayo dip that provides the right flavour.



**Vegetable Dim-sums:** They were served in Bamboo basket and looked adorable. The outer layer was thin and stuffed vegetables were light in mouth.



**Vegetable Spring Rolls:** The finest spring rolls ever, with a crispy jacket, lesser on oil, stuffed with glass noodles,

mushrooms, peppers and carrot, served with fiery chilli sauce.



**Dilli Ki Chaat:** Indeed Dilliwala tadka!!! Crispy spinach leaves topped with bhel, yogurt and tangy flavoured tamarind and mint sauce. It was the healthiest and the cleanest chaat that I have ever had without any guilt of gulping down oodles of calories.



**Sushi Roll:** These were Japanese vinegar rolls stuffed with asparagus and peppers, served with Japanese sauce and buttery ginger pickle that gave it an unusual twist.



**Quesadilla:** These were the tortilla wraps stuffed with assorted peppers, onions and cheese served with tangy and peppery salsa sauce and sour cream, truly a testament of Mexican flavors.



**Bruschettas:** Garlic rubbed bread topped with artichokes, rocket tomato and cheese. Looked tempting in first appeal but the bread was too crispy to etch down.



Overall this place treated us well and perfectly satiated our appetites. It is worth a try if you want to please yourself with a dose of luxury and class.

**Cost for two :** Rs. 2300(approx.)

**Food :** 4/5

**Service :** 4/5

**Ambience :** 4.5/ 5

**Address :** J2/5, 1st & 2nd Floor,  
B.K. Dutta Market,  
Rajouri Garden,  
New Delhi-110027.

## TYPES OF TAXES ONE NEEDS TO PAY IN INDIA

By Parina Kalra

**T**his article is written to spread awareness about the different ways in which we are charged to pay these taxes.

Let us first understand what tax is all about. So, tax is the foremost source of income for the Government of India. Every citizen is liable to contribute to this government income. These funds which are collected by the government are said to be used for the welfare of citizens.

**Do you ever wonder how many types of taxes we actually pay being an Indian citizen?**

Government have come up with more than 20 ways to charge us.

Regardless of what you do, you need to pay tax. Are you doing a job? Do you have a business? Are you selling goods? Do you import/export goods and services? Are you going to watch a movie? Are you

planning to eat outside? Are you planning to buy a new outfit?

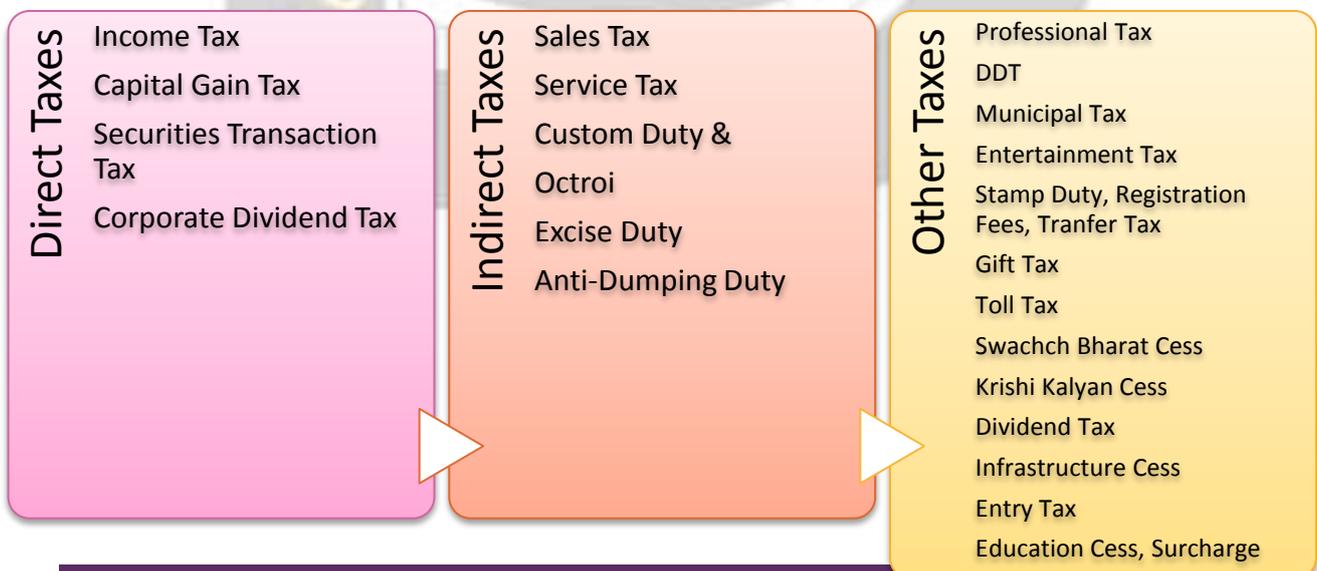
If the answer to any of the above questions is positive, then you have to pay tax. Tax is associated with almost each and everything you buy/sell/produce/consume directly or indirectly.

Now, the question arises **why do we need to pay tax?**

People expect provision of basic amenities which includes well-built roads, schools, colleges, hospitals, army, airports, community parks, electricity, clean drinking water, proper water availability for other chores, etc. from the government. To fulfil these expectations government need money and this is collected from citizens by way of taxes.

Let us now look at the various types of taxes that we are paying.

All these taxes fall into two broad



categories: Direct and Indirect.

As per statistics, about 30% people pay taxes. But I am certain; every person might have paid (directly or indirectly) at least 1 of these taxes in his/her lifetime.

**Direct Taxes are those which are imposed directly on an individual or entity and paid to GOI.**

1. **INCOME TAX:** Every individual whose total income exceeds the taxable limit as per the prevailing rates has to pay income tax. Indian income tax slabs 2016-17 are as follows:

**India Income tax slabs 2016-2017 for General tax payers and Women**

Income tax slab (in Rs.)	Tax
0 to 2,50,000	No tax
2,50,001 to 5,00,000	10%
5,00,001 to 10,00,000	20%
Above 10,00,000	30%

**India Income tax slabs 2016-2017 for Senior citizens (Aged 60 years but less than 80 years)**

Income tax slab (in Rs.)	Tax
0 to 3,00,000	No tax
3,00,001 to 5,00,000	10%
5,00,001 to 10,00,000	20%
Above 10,00,000	30%

**India Income tax slabs 2016-2017 for very senior citizens (Aged 80 and above)**

Income tax slab (in Rs.)	Tax
0 to 5,00,000	No tax
5,00,001 to 10,00,000	20%
Above 10,00,000	30%

2. **CAPITAL GAIN TAX:** This tax is imposed when an individual earns

profit on his/her capital within predefined time frame. Capital here refers to property, shares, bonds or any precious metal. Taxation differs on the basis of short term and long term capital gain.

- 3. **SECURITIES TRANSACTION TAX:** This tax is levied on each and every transaction done at stock exchange. This is applicable whenever someone sell/buy equity shares, derivatives or mutual funds.
- 4. **CORPORATE DIVIDEND TAX:** This tax is imposed on the dividends distributed by companies.

**Indirect Taxes are those which are imposed on goods and services and not on income or profits.**

- 1. **SALES TAX:** This tax is imposed on sale of a product. The product can either be produced in India or imported from abroad. Services are also covered in this. Sales tax is levied on seller of the product who transfers it to the customers by adding this tax in the price of the product.
- 2. **SERVICE TAX:** Akin to sales tax, this tax is added to the services rendered in India and charged to customers.

**Note:** *In a restaurant, service is a combination of food, attendant and premises. Therefore, it is difficult to separate out what can be considered for service tax. To overcome this, it has been decided that service tax will be levied on 40% of the total bill.*

3. **CUSTOM DUTY AND OCTROI:** Custom Duty is levied on all the imports of goods to make sure that goods entering the country from abroad are taxed aptly and paid for. Similarly, octroi is levied on goods crossing borders of states within India.
4. **EXCISE DUTY:** This tax is levied on manufacturers of the country, for all the goods produced in India. This tax is also known as Central Value Added Tax (CENVAT).
5. **ANTI-DUMPING DUTY:** This is a protectionist charge that the government imposes on foreign imports which are believed to be priced below fair market value. This unfair trade practice can distort international trade.
6. **GIFT TAX:** When the amount of gift exceeds Rs. 50,000 then, it is added to income of the person and tax is imposed on it.
7. **TOLL TAX:** This tax is paid to use infrastructure (bridge, road etc.) build from your money given to government as tax. This is collected to maintain the infrastructure.
8. **SWACHH BHARAT CESS:** This tax is recently introduced and levied on all taxable services from 15<sup>th</sup> November, 2015. The effective rate of SBC is 0.5%.
9. **KRISHI KALYAN CESS:** This tax is introduced in budget 2016 to provide welfare to the farmers. This tax is levied on all taxable services with effect from 1<sup>st</sup> June, 2016 at the rate of 0.5%.

#### **Other Taxes:**

1. **PROFESSIONAL TAX:** Every private organisation employee has to pay this tax. Employer deducts this tax on monthly basis and remits the same to Municipal Corporation.
2. **DDT:** It is levied by GOI on companies on the dividend distributed to company's investors. Dividend amount to investor is tax free.
3. **MUNICIPAL TAX:** This is also known as property tax and is levied on every property owner.
4. **ENTERTAINMENT TAX:** This tax is imposed on financial transactions associated with entertainment sources like movie tickets, commercial show exhibitions, broadcasting services, DTH and cable service.
5. **STAMP DUTY, REGISTRATION FEES AND TRANSFER TAX:** These taxes are imposed when title of property ownership is transferred from one person to another.
10. **DIVIDEND TAX:** In budget 2016, it is proposed to impose 10% additional tax on dividend income above 10 Lac with effect from 1st April 2016.
11. **INFRASTRUCTURE CESS:** The latest budget also introduced an infrastructure cess on cars and utility vehicle varying as per the size and engine capacity of the vehicle.
12. **ENTRY TAX:** This tax is recently levied by Delhi, Gujarat, Madhya Pradesh, Assam, and Uttarakhand state government on all items entering the state as e-commerce orders.
13. **EDUCATION CESS, SURCHARGE:** This cess is used for providing education facilities to poor people in India. This is applicable on all taxes. Surcharge is an additional tax applied on tax amount

## It's all about ONLY!

### About the Author

As a blogger and a fashion lover, **Komal Chawla** seeks inspiration from various sources and people around her. She does not follow fashion trends blindly but goes with what makes her comfortable. She has started a blog to add a hint of fashion and innovative ways of dressing up in the clothes people own. Follow her at: [Missfoodiefiesta.com](http://Missfoodiefiesta.com)  
Instagram: [Instagram.com/missfoodiefiesta](https://www.instagram.com/missfoodiefiesta)

**B**estseller A/S is a privately owned apparel company based in Denmark. It was founded in 1975 and has 11 brands under its umbrella; of which 'ONLY' is one of the fashion brands that I'll be laying focus on in this article.

Danish brand **ONLY** is famous for its denim and is a contemporary women's brand. **ONLY** represents the core identity which highlights the focus on feminine strength, self-confidence and style.



Why 'ONLY': I love this brand and there are a few reasons I can swear by this brand!

- **Its Affordable:** One of the reasons why I come here is that I can buy my favorite pair of jeans without feeling bad about my spending.
- **Young and Fresh Style:** ONLY is about looking sassy, sexy, packed with elegance and a playful casual look.
- **Fitting:** They make well stitched clothes for every body type that fit so well. The clothes make you feel comfortable and stylish.
- **Variety:** They have a variety of styles ranging from casual, formal, gym, edgy dresses for every season.
- **Color and Prints:** They play around well with bright hues, pastels to subtle red; the color can never go wrong. They also play around the prints really well from floral to geometric and the formal solids.
- **Fashion Trend:** This brand sets the clear trend of all the latest trends. They do have comfortable wide legged pants, Culottes, off-shoulders. They know what girls want!
- **The Sale:** They have huge discounts, when they call for sale. This is something which should not be missed.

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**ONLY REPRESENTS THE CORE IDENTITY WHICH HIGHLIGHTS THE FOCUS ON FEMININE STRENGTH, SELF-CONFIDENCE AND STYLE.**

---



**My Pick:** I have recently picked Culottes; Maxi slit dresses, Rugged Jeans/shorts, Studded blouse, crop tops, and linen shirts. My personal favorites are rugged jeans/shorts and the trend in rage – Culottes. They give me the perfect fit for my body type.

Culottes are cropped palazzo which goes well with the humid summers in Delhi. They are breezy, light and so comfortable.

Rugged Shorts are perfect choice for beach wear. They are elegant and very comfortable.

**Print and Color:** I generally pick the floral in prints and the colors which they play well are pastels.

An advertisement for Anarkali Bazar. The background is a textured, light brown color. On the left, the text "Anarkali Bazar" is written in a large, red, cursive font. Below it, "Bridal and Non bridal" is written in a smaller, black, cursive font. Underneath that, "Lehengas | Suits | Sarees | Dresses" is written in a bold, black, sans-serif font. At the bottom left, the address "1860, Chandni Chowk, Main Road, Opp. Haldiram's, Delhi - 110006" and the phone number "+91-11-23241323" are listed in a black, sans-serif font. On the right side, there is a photograph of a woman wearing a red and gold lehenga with a pink dupatta.

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## Experience the Healthier side of Life with Smoothie Factory

*By Ipsa Arora*

**H**ow many times it happens that you call off a hangout plan because you don't want to take in unnecessary calories? You keep craving for your favourite waffle but have to control your wishes because you are afraid of gaining inches?

Keeping in mind the lifestyle as well as the desires of today's generation, a lot of, what we call as 'health cafes' are booming nowadays. One such amazing health café is Smoothie Factory located in Janpath and SDA.

They aim towards blending nutrition with taste and have a long list of items listed on their menu. To beat stress and provide freshness, they have naturally flavoured smoothies under regular, premium and speciality category. These smoothies have no artificial additives and are perfect for your health. You may try something delightful and nutritional like mango, blueberry, strawberry or any other flavour.



*Mango Smoothie*

Besides this, they have naturally flavoured juices which neither compromise on the taste nor on the benefits provided. They also have a variety of options to stuff you with delicious delights. You can start your meal by picking one of their salads like Caesar salad, Greek salad or any other to give yourself a healthy start. Salads, they say, can never harm your body and give you the needed nutrition to keep you in a healthy state.

They have scrumptious flat breads and baked or grilled sandwiches to give you a mouthful of deliciousness. Not to forget their pastas, a favourite on everybody's list. They use olive oil in their food to perfectly blend nutrition with taste.



*Spicy Chicken Flat bread Sandwich*

No meal is complete without dessert. At Smoothie Factory, you can gulp down their waffles without any guilt. The waffles are multigrain and take care of your health as well as your taste buds.



**Choco chip waffle**

They use areca leaf plates which are made from fallen leaves of palm trees; hence, they do not harm the environment in any way and are completely eco-friendly.

Talking about their ambience, they have a vibrant and lively atmosphere in their outlet with interiors done in 3 solid colours- yellow, orange and green. The furniture, the walls and their cutlery boast of these 3 colours and give you positive energy.

It is up to you to take a healthy decision for your life and if you do not want to do away with taste, you surely got to visit Smoothie Factory which is definitely a blessing in disguise.

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## Raghuram G. Rajan – The Name You Can Bank Upon!

### About the Writer

*Gunjan Lahoty is currently pursuing her Chartered Accountancy Course at the Final Level. She has completed her graduation from University of Delhi. She has keen interest in developments in finance and banking sector and also has a flare for motivational write-ups.*

The name everyone in India carry with themselves these days in their wallets, the name who stabilized the Indian rupee and brought down inflation to 3.78% (July 2015) from 9.8% (September 2013) which is lowest since 1990s, the name you can seriously bank upon regarding Indian Banking Scenario or broadly global economic scenario is the 23rd Governor of Reserve Bank of India, Dr. Raghuram Govind Rajan!

Dr. Rajan took charge as Governor on 5th September 2013 succeeding Duvvuri Subbarao.

### Background

Born in Bhopal, Madhya Pradesh in a Tamil Brahmin Family, Dr. Rajan did his initial schooling at various schools. In India, he attended Delhi Public School, RK Puram, completed his Electrical Engineering at Indian Institute of Technology from Delhi (IIT, Delhi) in 1985. In 1987 he earned a Post Graduate Diploma in Business Administration from the Indian Institute of Management Ahmedabad (IIM-A) where he was a gold medallist. An IIT & IIM Alumnus, he had a

short stint at Tata Administrative Services as a management trainee, he left the job to pursue doctoral program in management at MIT Sloan School of Management. He completed his Ph.D. with thesis titled “Essays on Banking “in 1991.

In 1991, he joined Booth School of Business at University of Chicago. He had been Ex- IMF Chief Economist from 2003 to 2006.

In 2011, he served as President of the American Finance Association. In 2012, he became a member of the Group of Thirty and in the same year he was appointed as Chief economic advisor to India’s Ministry of Finance wherein he prepared the economic survey 2012-13 and is currently on leave from University of Chicago to serve India as 23rd Governor of RBI.

### Rajan- The Governor

Dr. Rajan, the banker on the move has led the central bank in different areas—ranging from internal reorganization to inflation fighting, currency stabilizing, taking on rogue corporations, cleaning up bank balance sheets, which according to him will require ‘deep surgery’ to clear off all bad loans and NPAs (Non-Performing Assets).

He is in favour of deregulating financial markets in order to facilitate access to finances to the poor. According to him,

without vibrant and innovative financial markets, economies would ossify and decline.



*Source: icytales.com*

### **Rajan - The Economist**

He understands economics & finance very well as is reflected in his book “Fault Lines: How Hidden Fractures Still Threaten the World Economy”. He predicted the global financial crisis well in advance in 2005 at Alan Greenspan conference where his ideas were criticized as misguided but rest is history. The recession unfolded in the same manner as explained by him in his book, and now people recognize him as ‘prescient’.

It was he who took out India from ‘fragile five’ emerging economies and boosted investors’ confidence in India.

With immense economic competence, well versed with financial markets, Dr. Rajan is a man of balance words, has a calm public persona which reflected recently when he didn’t reply to indecent and provoking remarks made by

Subramanian Swamy questioning his economic prowess and patriotism.

### **Rajan- The Fearless**

He has spoken about tolerance, growth and “make for India”, among other things in his speeches. Though relevant issues, but it seems some of his recent speeches about India, might have not gone well with the current government. Speculations say, this may be one of the prime cause of REXIT (Raghuram Rajan’s Exit), who will end his term as RBI Governor in September 2016 and would return to academia.

### **Conclusion**

Dr. Rajan is greatly revered as one of the finest economists of this era, he has been featured in 100 most influential people as per Times Magazine Annual List (2016 edition).

India had a wonderful, uplifting and stable experience under Dr. Rajan’s Governance. He gave his more than hundred percent to bring the economy back on track by setting inflation target, expanding financial inclusion via Unified Payment Interface (UPI) and gaining foreign investors’ confidence in India. But India definitely stands at loss by not bestowing him with a second term.

As we know, his name is Raghuram Rajan, only he does what he does.

Let’s hope the new incumbent who steps into his shoes is fit enough to get going the pace of economic and banking reforms started under his tenure.

## Urban Solution!

### About the Writer

**Mehak Dua** is a young business professional based out of Delhi. Having majored in Journalism she went on to create a name for herself in the realm of writing which is her passion. She writes on lifestyle, fashion, food, travel and has a special interest in doing interviews.

Operating in six cities- NCR, Bengaluru, Mumbai, Chennai, Pune, and Hyderabad- UrbanClap.com offers a service marketplace to hire professionals for over 80 services. It's as easy to find a plumber here as it is to find a yoga trainer! In conversation with Mr. Abhiraj Bhal, Co-founder UrbanClap.com, we seek to find out what makes it stand out amongst a plethora of other app based service marketplace available out there.

#### 1) How did [UrbanClap.com](http://UrbanClap.com) happen?

UrbanClap was born with the objective of creating a large tech business to solve a primary customer need in India. We realised how fragmented the local services industry in the country really were and how difficult it could be to find and hire the right service professional at the right price to do a job and that's why we decided to launch a start up to solve this problem by leveraging mobile technology.

The company was incepted with a passion of solving large problems in India. The idea was to help consumers find the best

services easily and provide a large base of individuals/small businesses with a platform to manage and grow their business. For all professionals, it is the ultimate portal to run their business, manage their reputation and become a powerful black hole network.



**Abhiraj Bhal, Co-founder UrbanClap.com**

#### 2) As a young entrepreneur how would you describe your venture?

Founded in November 2014, UrbanClap is India's largest mobile services marketplace. It provides trusted services across 80+ categories including photographers, salon at home, home cleaning & repairs, yoga & guitar instructors, and many more. Based on a few simple, intuitive questions and without any phone calls, customers get ready access to a list of service providers who are just ideal to meet their specific requirements. The professionals then offer proposals that include detailed quotes, work portfolios and reviews. The two parties can chat and quickly work out

the most suitable arrangement. UrbanClap uses technology and smart processes to structure the highly unorganized services market in India. It aspires to make hiring a service professional as easy and straightforward as buying a product from a top e-commerce marketplace. It is more customer and service driven.

---

**URBANCLAP PROVIDES TRUSTED SERVICES ACROSS 80+ CATEGORIES INCLUDING PHOTOGRAPHERS, SALON AT HOME, HOME CLEANING & REPAIRS, YOGA & GUITAR INSTRUCTORS, AND MANY MORE.**

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**3) What do you think sets you apart from other such services/apps coming up these days?**

Currently, when it comes to the product and technology that we are using to solve the problem of the fragmented services marketplace, our product is far superior. This is simply because our algorithm identifies professionals that are closest to the customers' requirements and then presents these options to the customer thereby eliminating unnecessary hassle, and still giving both, the professional and the customer the option of choice. The second thing that differentiates our

services is the promise of trust and quality. Not only do all our professionals undergo a stringent verification process, they also have to pass a quality check as well. Apart from that, we also offer several guarantees and insurance for many services.

UrbanClap uses technology to simplify the process of finding the right service professional. So far, companies like JustDial have just created listing platforms.



*UrbanClap App*

**4) What is your take on the idea of entrepreneurship? What would you tell someone who is planning to start a new business?**

Entrepreneurs should always focus on solving a problem that exists in the world. Identifying the problem is just as important as designing the solution.

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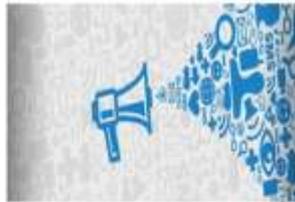
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