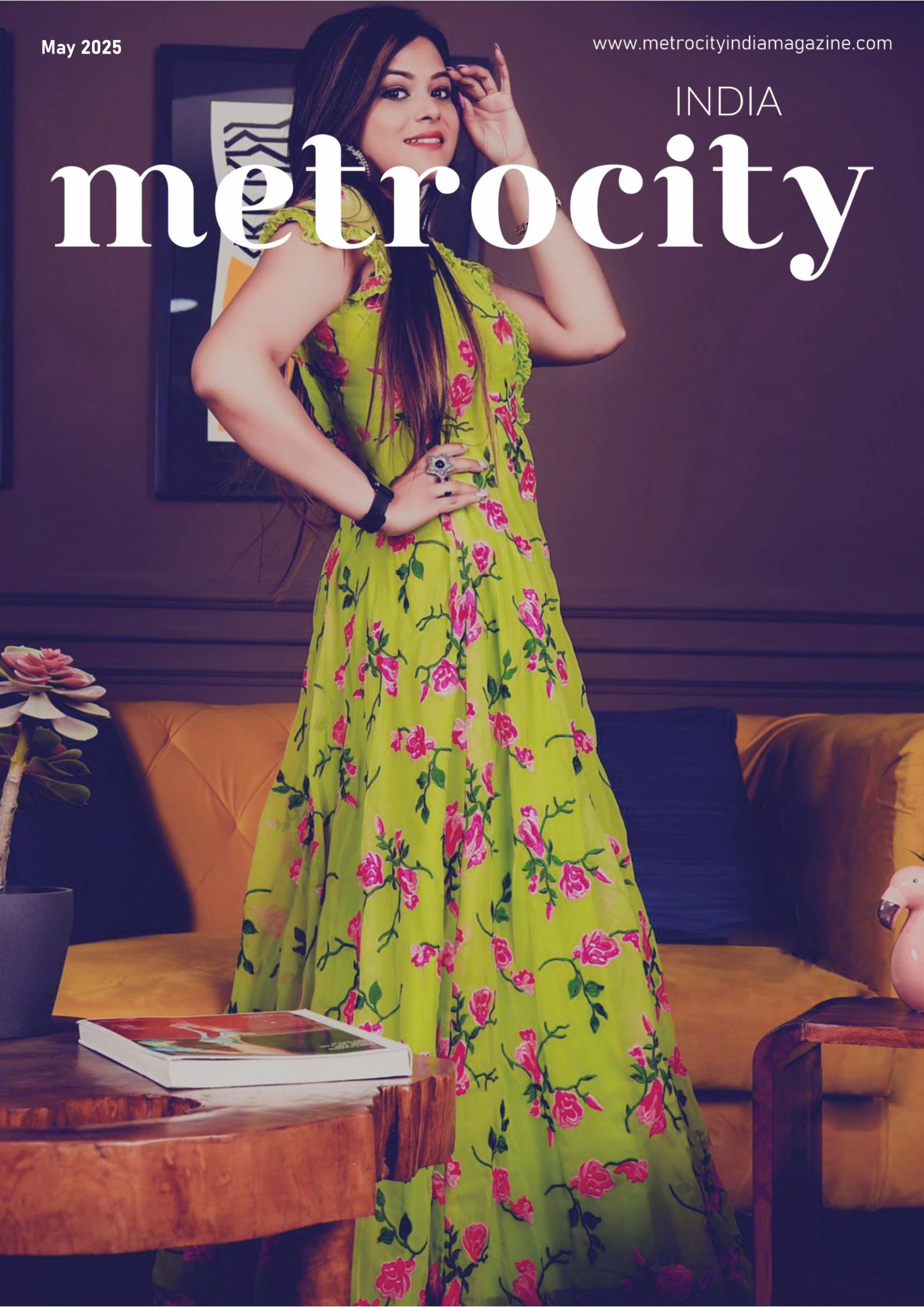


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INDIA

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# THE WITCHER

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Welcome to the  
INDIA  
**metrocity**  
Digital Edition

Cover story

**Himaani Chetaan**  
A young face of Indian  
Branding Industry.



# Himaani Chetaan

## *A young face of Indian Branding Industry*

Himaani Chetaan is an inspiring, iron willed lady who with her strength had her dreams transformed into a beautiful venture that flourishes in the form of BeetRRuz. With motivation running through her veins and pursuit to achieve something, strong in her mind, the journey of this lady was nothing like a beautiful pilgrimage but a transformation forged through fire. The hardships metamorphosed her into a young and flourishing entrepreneur, an international publicist, and a travel enthusiast. Ms Himaani believes that one should always listen to their heart. Born and brought up in the fast-paced city of Delhi, she plays sporty with the opportunistic cityscape. She is the founder of BeetRRuz, a Public Relations firm that offers marketing solutions and also creates and promotes PR. Her immense interest in networking was a bud that bloomed into BeetRRuz. Himaani being a social person is no doubt a perfect suit for it but starting up was a major risk. She thought it was better to regret the risks that didn't work out than the chances she didn't take at all. Ms. Chetaan's life story is that of a warrior who fights their way through the competition, emotional breakdowns, dissatisfaction and unfairness. Besides the hardships, she didn't distract herself. If she didn't see a clear path or what she wanted she paved the way through it, somehow. She always wanted to be a strong and self-reliant individual but her destiny didn't give her time to adjust to it. Soon after her graduation she lost the caring shade of her father and had to become self-sufficient without the comfort of someone motivating her. Her WILL became strong as she decided to develop enough courage so that she could stand up for herself and then also stand up for someone else in need. As there was no going back she started her professional career in the tourism

industry achieving milestones and following her heart. She often talks about all that she learned from there and how it helped her shape the real deal. Her experiences in the job made her realise her enthusiasm for work that comes with the limelight, brilliance, travel and is in the centre of the media industry. BeetRRuz is Himaani's manifestation of her ideal life for which she can take up any challenges. Building from the grassroots level within the confines of the pandemic BeetRRuz is now a startup that has not only won honours and appreciation but also happy customers and relations at the national and international levels. In a competitive world, Himaani is helping startups showcase themselves into a better light with her networks and collaborations within the media and marketing industry. Since 2021, BeetRRuz provides them means of letting out their brand stories through print, audio-visual media, celebrity endorsements, and promotional events. She understands that networking drives brand reputation and amplifies clients' brand stories through media. Based on her concern for the well-being of every client's brand and to bring out the passion in her venture she found BeetRRuz derived from Beetroot that possesses the same qualities. While marching towards the success of her dreams she has taken BeetRRuz to global platforms and in presence of Bollywood and national as well as international dignitaries. A female of many facets, Himaani is now debuting into digital publishing as well. She's launching her e-magazine METROCITY INDIA, which will add another feather to her cap. Himaani now stands on the pedestal of success because in the past she always told herself that true champions aren't always the ones that win, but are those who have the nerves of steel.

CoverStory



*Himaani Chetaan*

*A young face of Indian Branding Industry.*

Success Story

# THE SUCCESS STORY OF INDIA'S RICHEST FANTASY YOUTUBER



**I**t always comes to those who do not just dream and desire but manifest their passion and work hard to make it true. Here is the success story of Saif Ibrahim a successful YouTuber of the fantasy cricket guru channel with a 2.3 million subscribers. Just like any normal YouTuber, he started his fantasy journey on 29 March 2017. It was just a passion for him. He never thought he could gain immense popularity and money through his passion. He barely got 10-15 views initially and faced some copyright issues. Later he improved and when he reached 30000 subscribers he started getting lucrative offers from fantasy cricket applications. Within a period of consistent three years, he got millions of subscribers. He even got the chance to meet famous cricketers which he always dreamt of, thanks to his success and popularity! He never ran away from his dreams. He stayed

Success  
doesn't  
know any  
shortcut

in the fantasy ground with his determination and let the challenging balls of difficulties come towards him, with full force he made the ball out of the boundary and rained money of success. Of course, the journey was not as simple as it seems to be. He shares his initial experiences with Dream 11. Initially, It was not easy to predict individual performances or team members on Dream 11, However, he kept trying and despite many hurdles, he never gave up. With gradual patience and determination, he soon became dexterous in making videos and posting them on various official platforms and groups. So, we can say, confidence and hard work are best friends, they get along well! This is the success story of a small-town boy with sky-high dreams and his determination to make them true. Saif Ibrahim belonged to the Nuh district in Haryana. A small town with fewer

# Success Story



opportunities for education and development. He completed his 12 standards in the Telangana district where his father worked. Then he pursued his graduation in Jamia Millia Islamia. He was raised in a middle-class family but always had a strong desire to do something great in life, something that is close to his heart, his passion for cricket right from his childhood kept growing until he successfully established his name among fantasy cricket

world predictors. Right from the beginning he never aspired for doing a government job. He always wanted to live his life on his terms. His deep-rooted passion for cricket led him toward immense success. This can be an inspiring story for those aspirants who have chosen their passion as a career despite all the hardships they are facing in their dream journey. One more interesting thing Saif disclosed is that he never allowed his family to support him in his journey even if he died. Because he had seen his elder brother failing multiple times in business as he had always been supported by his family. And this was the main reason behind his brother's failure according to Saif. And this is true also. Support sometimes makes you weak. You have to burn continuously and ignite that inner fire with your determination and hard work to get the warmth of success. Saif Ibrahim now possesses a luxury BMW Z4 car, two villas worth Aprox 40 crores in Dubai, and many more properties. He earns crores from the YouTube platform and his fantasy cricket. Saif continues his passion through YouTube, and his fame and fan following are increasing with the passing of each day. His hard work, passion, and determination paid off and he has become an inspiration for millions of people. This story proves one can achieve anything in life and nothing is impossible, you only need to make your dream your 'passion'. And success will be yours.

## Entrepreneur

# *Prafull Billore, MBA Turned Chaiwala :* **Inspiring Entrepreneur**



**P**rafull Billore, founder of MBA Chaiwala is a young entrepreneur and a social media personality. He hails from Dhar, Madhya Pradesh and did his MBA from IIM Institute of Ahmedabad, Gujarat. He started his business in 2017 with an investment of 8000 rupees, scaling it to the business turnover of around 3 to 4 crore per year. Prafull's impeccable innovation and business acumen has made him one of the successful entrepreneurs in India. His marketing strategies such as "Mehfil-e-Kavita," "Free Tea for Singles," "Youth Entrepreneurship Sessions," and many others have helped him become popular. Prafull Billore is a successful businessman and a motivational speaker.

## Business



As stated by **Ashneer Grover**, paying taxes is a punishment, taxpayers in our nation are doing charity

**A**shneer Grover, an entrepreneur and former judge on Shark Tank India, expressed his views in viral videos where he highlighted the lack of tangible benefits for taxpayers. In Grover's perspective, taxpayers are essentially engaging in charitable acts for the country without receiving adequate returns. He questioned the fairness of a system where the government claims 30-40 percent of an individual's income, depriving them of a substantial portion. This deduction translates to working approximately five months out of a year solely for the government, leading Grover to contemplate the extent of one's servitude to the state. He emphasized the acceptance of this situation as a societal norm, stating, "It is the way it is." Moreover, Grover pointed out that entrepreneurs, who comprehend the intricacies of the tax system, have the option

to refrain from paying taxes. However, salaried employees lack this flexibility since taxes are automatically deducted at the source. As a result, he referred to taxes as a form of punishment. Adding to this burden, he highlighted the additional 18 percent Goods and Services Tax (GST), questioning the purpose and meaning of an individual's existence in light of these financial obligations.

## Business



# AMAN GUPTA, FOUNDER OF BoAT MAKES THE RED CARPET DEBUT AT CANNES ALONG WITH WIFE.

**I**ndian entrepreneur and one of the Shark at Shark Tank, India becomes the first entrepreneur to walk the red carpet at the Cannes Film Festival. Aman Gupta one of the most loved sharks from Shark Tank, India feels proud to represent India at this prestigious event. According to him, walking on the same carpet where the likes of Aishwarya Rai Bachchan and other celebrities have already walked, felt like a surreal experience, it was a dream come true . He along with his wife, Priya Dagar dazzled the carpet with their glamorous looks. A man of net worth around 700 crores, Aman Gupta is elated at his Cannes experience and is drawing a positive response on social media for his debut at Cannes.

## Business

# MR.ARMAN JOSHI FOUNDER/CMD MPF GROUP OF COMPANIES

**A** story of grit and determination Arman Joshi, founder/ CMD MPF group of companies is a hardworking, self-made man . His story is a story of inspiration, success and diligence. He belonged to a lower middle class family, residing in a chawl vistar in Meghaninagar, Ahmedabad.. The average income of people in the chawl was around Rs.5000/- to Rs.10,000/- per month. He being very ambitious and hardworking person since childhood, always believed that there is no shortcut to success. His ambitions and an urge to achieve something big, to be successful, continuously reminded him of his potential to achieve his dreams. He shifted to Ahmedabad in 2004 and started taking Tuitions. He started earning a meager amount of rupees 3000/- per month. During that time, he lost his father and faced the financial crunch. He was helped by the family of one of his best student's family, Mittals and he stayed back. He considers his mother to be his greatest support whom he loves dearly. She has been his constant support and always motivated him which helped him to attain success. The time was tough for him but he never called it quits. After struggling for years, he started his own company, MPFV PVT. LTD. in 2016 with a sole motto of making people healthy and women independent. The company believes in building relationship with customers and satisfying there needs. The company's goal is to help the people financially by providing fund into small amount. From being nothing, Arman



## Business

created a niche for himself by creating MPFV group of companies. THE FIRMS:- MPFV INDIA PVT. LTD. - INDIA, M P F DREAM WORLD INTERNATIONAL NIDHI LTD. - INDIA, MPF FUTURE PROJECT MANAGEMENT SERVICES. - UAE, M P F FUTURE FACILITIES MANAGEMENT SERVICES. - UAE THE ACHIEVEMENTS:- Outstanding Achievement Award for Business Excellence from New Delhi 2018. ,International Gold Star Award for Business Excellence from Dubai 2019. , The Ideal Man Award from Gujarat 2021. , The Ideal Man Award from Gujarat 2022. , CEO of the Year Award from Dubai 2023. ,International Excellence Award from Gujarat 2023. , Growing Businessman of the Year from Gujarat 2023. As Arman Joshi says, 'I thank the Almighty for everything that has happened in my life so far. I have always believed that everything that happens, happens for good only. I also believe that it takes great courage to start a completely new venture but once you begin with determination and perseverance, everything falls in place".

## Innovation

# Dr. Sukanta Kumar Jena- CEO, Inovaantage

(a man who believes in innovation and perseverance)



**D**r. Sukanta Kumar Jena (Ph.D. in GIS - IIT Bombay & Masters in Business Administration from McIntire School of Commerce, USA) is currently working as CEO at Inovaantage, a multinational IT system integrator. An achiever, he has received various prestigious international awards in his working tenure, like Champion of Change from Telangana in 2021, United Nations special achievement award in Dubai in 2022, Global Asian of the year

2020 and the list goes on .Inovaantage is a multinational Software Services company with major focus on Utility and Telecommunications with offices in Adelaide, Singapore, Kuala Lumpur, Hyderabad, London and Denver. Inovaantage delivers end to end projects and programs where multiple technology (like Maximo, SAP, Power BI, Datalake, Big Data, Content & Document Management, Project and Portfolio Management, Workforce Management, Cloud Migration, MDMS, ADMS & GIS, Customer engagement platforms/ customer portal, Telecom OSS, BSS, GIS, Tower Management and various IOS/Android apps. He believes in innovation, which has been the key to continuous improvement and success for Inovaantage. His mantra for doing his job is 'Always strive for automation at customer organisations to make customer organisations stay digitally ahead of their competitions'. With such automation of projects and programs he has optimised millions of dollars in each initiative and programs for his customers. He is committed to develop IT talents across the needy people and has invested his resources and time to contribute to enhancing IT talents. He is also engaged with various charity programs for elderly peoples adaptation to new and safe technologies and spent significantly training the elderly to use modern tools and techniques . He currently lives in the UK.

Event

# The woman who created History

## *Kartiki Gonsalves*



**K**artiki Gonsalves, director of Oscar winning documentary, *The Elephant Whisperers* made the nation proud with her feat. Kartiki Gonsalves now returns to India, proudly holding the Oscar's trophy. *The Elephant Whisperers*, a Tamil documentary directed by Kartiki Gonsalves, won the Oscar in the Best Documentary Short Film category. It competed with other nominees *Haul Out*, *How Do You Measure A Year*, *The Martha Mitchell Effect*, and *Stranger At The Gate* and came out as the winner. The director, Kartiki of the documentary is a filmmaker and photojournalist based out of Mumbai. Her work primarily focuses on the

environment, nature, and wildlife. Recently, in an interview with *Hindustan Times*, the first-time filmmaker said that her team has come a long way since the beginning of 2017 when they began the movie. Talking about the documentary, Kartiki had said that it happened very organically. "It was a correlation of a lot of years of storytelling and photography," she had said. The plot of this Oscar winning documentary, produced by Guneet Monga revolves around a family who adopts two orphan baby elephants in Tamil Nadu's Mudumalai Tiger Reserve. Talking about the documentary, Kartiki had told *HT*, "While most films have focused more on humans being cured by a bond with an animal, humans being harmed by wild animals or wild animals suffering from human expansion into their territory, *The Elephant Whisperers* lets viewers understand both the elephant and the human carers with minimal, outside interpretation. It portrays the dignity of both the magnificent elephants and the indigenous people who have lived with them and cared for them for centuries."



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# Sweet Magnolias



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