

# The Executives India

## **GRANULES INDIA LTD**

*Setting New Benchmarks of Quality*

## **AGREEYA SOLUTIONS INDIA PRIVATE LIMITED**

*I still feel the same adrenalin rush when we build a powerful solution or help a customer by solving a complex business problem.*

## **COMAU INDIA**

*Comau designs the Lines from scratch so every demand*

## **DESIGN TECH SYSTEMS LTD**

*We believe in building and nurturing our eco-system*

## **LILLY INDIA & THE SUB-CONTINENT**

*Our promise of making life better for people in India and around the world*

## **EXMAR SHIP MANAGEMENT**

*A constant focus on seeking out ways to enhance*

## **ITD CEMENTATION**

*We have established ourselves as a faithful partner in building a stronger India*

## **KONE INDIA**

*I thought I might as well give it a try & expand into the elevator business*



**Dr. Krishna Prasad Chigurupati**

Chairman/Joint Mng Dir, Granules India Ltd



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**Dr. Krishna Prasad Chigurupati - Chairman / Joint MD**

# GRANULES INDIA LTD

*I still feel the same adrenalin rush when we build a powerful solution or help a customer by solving a complex business problem.*

**D** R. KRISHNA PRASAD CHIGURUPATI IS THE PROMOTER OF GRANULES AND HAS MORE THAN THREE DECADES OF EXPERIENCE IN THE PHARMACEUTICAL INDUSTRY. IN 1984, HE SET UP A PARACETAMOL MANUFACTURING FACILITY, WHICH HAS BECOME ONE OF THE WORLD'S REPUTED MANUFACTURERS OF PARACETAMOL IN THE REGULATED MARKETS. DR. PRASAD PIONEERED AND POPULARIZED THE CONCEPT OF PHARMACEUTICAL FORMULATIONS INTERMEDIATES (PFIS) AS A COST-EFFICIENT PRODUCT FOR GLOBAL FORMULATIONS MANUFACTURERS.

During this pandemic, it really became front and center – pharmacies became the place that people were, and still are, going to be tested and receive their vaccines,” he tells The Executives Magazine. “Pharmacists are one of the topmost trusted healthcare providers in any community and people are looking to them for those services. So our focus is on that

Granules India is a vertically integrated, high-growth pharmaceutical product manufacturing company based in Hyderabad, India. We manufacture high-quality API, FD, PFI and Speciality Products with a focus on customer centricity

We strive to provide access to safe, effective and affordable medicines to the people who need them.

We have a clear ambition to



transform the treatment for billions of people living with chronic diseases,” he explains. “I'm the first to admit that we have seen phenomenal progress in the last few decades around the world, but there's still an enormous amount of room for improvements from a medicine perspective and also from an overall treatment perspective. We want to really make a change for people with multiple conditions

Innovation runs through Krishna Prasad's veins. It's the reason he remains passionate about his work. “If you are afraid to make a change in your organization or a change in the way you are working, you will not innovate yourself. It's like when I was in the laboratory, we were always saying, 'Push yourself, push the boundaries of science.' The reward can be extremely high.”

Krishna Prasad describes his leadership style as one that promotes open and transparent communication. “I believe in

empowerment as when you are growing in your career you cannot make all the decisions alone,” he says. “You need to be surrounded by people who are in the right place to make some of them.” Remaining connected to his customer base is also a priority. “It is critical for us that those people who are closest to the customers are given the power to make decisions,” he explains.

Most importantly, Granules has a strong reputation because of the quality of its products, he explains. “All of our products deliver on their promises, which is very important because it makes you an enduring company. As well as this being ethical

But that doesn't mean that the organization can afford to be complacent. “We believe there's still room to be more efficient in the management of our resources, and we have to be more efficient because we see a much more



competitive environment emerging,” he reflects.

Granules is able to execute its plans efficiently and with discipline thanks to strong partnerships built over several decades. When the COVID-19 crisis hit, having strategic supplier relationships ensured the company was not hit by shortages of raw materials at a time when demand for many medical supplies was skyrocketing.

In the pharmaceuticals industry, stable partnerships are all the more vital due to the fact that regulations make changing suppliers time-consuming and costly.

Building capability and culture of operational excellence

Granules is implementing a structured Operational Excellence program to deliver sustainable business outcomes. A four tier approach is being implemented to build continuous improvement capability and culture through a role based White, Yellow, Green and Black Belt Training for employees. Employees undertake live project in their function to apply the concepts



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**Mr. Ajay Kaul - Managing Partner**

# AGREEYA SOLUTIONS INDIA PRIVATE LIMITED

*I still feel the same adrenalin rush when we build a powerful solution or help a customer by solving a complex business problem.*

**Can you please give an overview of your professional background leading up to and including your current role?**

I am a technologist at heart. I have always been very fascinated with technology and the way it impacts people. So, after completing my formal education, I went on to work with some of the leading technology companies like Deloitte Consulting, iGate (Mastech), Tata Infotech (TUL) etc.

It was during these years working with different customers and helping them in their technology journey, that my love for technology grew. In 1999, I decided to start my entrepreneurial journey and further extended my experience to help not only enterprises but the communities around.

Over the years, AgreeYa has helped many small and Fortune100 organizations in defining,

developing, and implementing their technology roadmap. We have also helped Cities and Counties in engaging with their citizens, optimizing their operation, and modernizing their technology ecosystem through smart technology solutions. As an individual, I still feel the same adrenalin rush when we build a powerful solution or help a customer by solving a complex business problem.

I love to stay abreast of recent technological developments and like to share my opinions on anticipated future advancements. These opinions are reflected in many of my discourses on the latest in tech which have been featured in publications like CMS Wire, CIO Review, IT Briefcase and Tech Republic.

**WHAT HAVE BEEN SOME OF THE SIGNIFICANT HIGHLIGHTS OF AGREEYA SOLUTIONS INDIA PRIVATE LIMITED HISTORY?**

When pandemic impacted the whole world, thanks, to our future forward thinking and planning, AgreeYa seamlessly transitioned to remote work within 24 hours without interrupting client business services. With our experience and support from our expert team, our customers easily navigated the unprecedented challenges posed by the pandemic.

As a response to the pandemic, our teams spearheaded the development of AgreeYa's suite of Remote Working Solutions to ensure business continuity planning(BCP) readiness and business growth. My brainchild – AgreeYa Chatbot – helped hundreds of organizations automate helpdesk processes and manage the increased volume of support ticketing in a digital-first world.

As the first COVID-19 wave receded, AgreeYa helped organizations confidently return to the office while keeping employee well-being



at the forefront. Taking charge of things, we leveraged AgreeYa Gold partnership with Microsoft to launch a suite of Return to Workplace solutions. Additionally, we also launched AgreeYa's Vaccine Tracker app that enabled better vaccination management for governments and organizations. When the world was reeling under the pressures of COVID-19, I continue to shared my leanings through my articles published in many reputed magazines, such as CIO Review his article titled "Neutralizing COVID-19 Enterprise Disruptions with the Prowess of Microsoft" provided an effective roadmap for overcoming business disruptions and embracing remote working. My numerous other articles appeared in publications discussing the importance of intelligent automation in a post-COVID world, inspiring many executives to transform their workplace accordingly.

I am very passionate about empowering organizations with the right technology talent and has published many articles on the topic, including Staffing Hub and HR.com and was named among the "Top Staffing Leaders to Watch in 2022" by the World Staffing Awards.

**WHAT ARE SOME OF AGREEYA SOLUTIONS INDIA PRIVATE LIMITED'S KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?**

AgreeYa's core values "I-CARE" are driven by our respect for our employees, our customers, and our partners. We endeavor to practice these values in all our interactions. We take immense pride in a value system, which is built on the pillars of: I- Integrity, C- Commitment, A- Advocacy, R- Respect, E- Excellence. I was passionate about building an organization that had customer at the centre of everything. The whole idea of 'Customer First' was and continues to be, the prime fabric of AgreeYa's DNA. Our motto as a business also stems from this very idea i.e., Building OUR future on YOUR success.

Below shared steps help us do meaningful work for our customers with highest satisfaction.

1. Offer challenging & meaningful work – We believe that all of us need to be challenged continuously to bring the best out of us. It is a philosophy that is driven and adopted by our leaders and flows right down. All employees of AgreeYa (otherwise known as AgreeYans)

thrive on challenges and love their work which they find exciting, interesting, and meaningful. Our employees take pride in what they do and keep raising the bar.

2. A culture of care – We are focused on building a culture of care. It is an attribute that we promote and appreciate immensely. We show employees that they are valued by recognizing and rewarding them. Our employees care for each other, and this culture also transcends into the way we interact with clients. We all care for the success of our client's business and that is also reflected in our motto i.e., 'Building our future on your success.'
3. Led by exceptional leaders - AgreeYa is led by its founders. Their unwavering passion and dedication to AgreeYa is infectious and inspires others to excel and exceed. They act as 'compass' and guide AgreeYans for what's ahead through clear communication. Additionally, their accessibility to employees, instituting an open-door approach, ensuring regular organization-wide engagements (all hands, town hall meetings, etc.), identifying &



communicating a shared vision that is authentic and consistent, is what makes them true leaders who AgreeYa's stand behind.

4. Provide flexibility - We care for our people and understand their immediate priorities. AgreeYa is flexible to employees' work-life needs and encourage work-life balance by offering flexible schedules, providing generous paid time-off, accommodating individual requests and needs, and creating a supportive work environment that is understanding of personal and family obligations.
5. Have fun – Having fun is key! Whether is it is dancing the night away at a Speak Easy themed Holiday party, throwing color at each other for Holi, building houses together in downtown Sacramento, competing in a Lip Sync battle or cheering each other on while traversing a ropes course in Lake Tahoe, we are always having fun together! We are always working together to come up with new and innovative ways to foster teambuilding and reinforce a collaborative environment.
6. Serve the community – At AgreeYa, we all are tied with the common philosophy of giving back to society. We all are

committed to making the world better than we found it. We are connected with many social causes and love devoting our time to those collectively as a team. We are proud to be associated with Habitat for Humanity of Greater Sacramento's "Build for Unity" Program and Sacramento Court Appointed Special Advocates (CASA) who support the foster youth of Sacramento County.

**WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?**

While many organizations have a narrow niche, AgreeYa's expertise spans a wider range of technology categories. What sets us apart, the answer to this question lies in the very fabric of our DNA i.e., building our future on our customer's success. While many organizations today are too focus on 'delivering solutions to problems', thereby making the entire engagement more like a transaction, we at AgreeYa believe in working towards building a smart future for our customers. The three cornerstones of our success are:

- **Technology** – At the core, we are a technology company and therefore we continue to invest in training and developing our staff to be tuned to the latest in

technology. This helps us in preempting business problems and being prepared with the best suited solution to our customers. We have partnered with technology leaders like Microsoft and by the virtue of this association, we get exclusive access to work and test market some of the newest and emerging technologies. This helps us with key insights and experience of implementing newer technologies for businesses and implement them for our customers when they are released. Thus, keeping them ahead of the curve and their competition.

- **Innovation** – We are a team of 1700+ enthusiastic technologists and thought leaders who are committed to building the best solution for our customers, every single day. Our 20+ years of experience in consulting, implementation, integration, product engineering and more has helped our people understand the industries and business from very close quarters. Our software products have been awarded for their innovation and they continue to deliver transformational business value to our customers
- **Excellence** – We believe that



achieving excellence is a journey and not a destination. Hence, we give very careful consideration to our processes, methodologies and people. Our SUMMIT framework brings together leading practices to provide our customers high value and high-quality services. We make committed efforts towards creating a substantial pool of experienced functional and technical experts, ready to support some of the most complex digital and IT transformation needs of organization across industries and type-public, private and government. And finally, our value system, that has helped us in, not only completing two decades in business but also maintain the highest standards of Customer Satisfaction. The fact that, our first customer is still a customer, is a reasonable testament of our approach, commitment and integrity in everything that we do.

Our thought leadership articles have garnered over 5.1 million views in 2021 alone and we have published many insightful content pieces on the AgreeYa website. We have advocated the use of leading-edge technologies, such as Microsoft Teams, Power Platform, RPA, BPA, No/Low code, test automation, AI and ML and more to overcome the challenges of remote working.

#### **HOW HAVE YOU FOUND THE IT INDUSTRY IN INDIA?**

The growth of the Information Technology Industry in India has taken quantum leaps since the 1990s. Most of the Indian IT companies have set-up more than 1,000 global delivery centers in around 80 nations across the world. With such consequential rise in numbers, India has no doubt become the World's IT hub and secures around 75% of the global talent. Assessing growth at this rate, the IT industry will reach more than

\$350 Billion by the year 2025.

In the future, major areas of investment under the IT and ITES umbrella lies in Artificial Intelligence (AI), Blockchain, Internet of Things (IoT), Business Intelligence, Robotic Process Automation (RPA), and other disruptive technologies.

#### **HOW IMPORTANT IS CULTURE TO THE BUSINESS? HOW DO YOU INSTILL THIS IN YOUR EMPLOYEES?**

We strongly believe that organizational culture is critical to its success. As an organization, we consider employees as the foundation stone of everything we do, and our focus is to create an environment that fosters innovation and excellence. As a company, we strongly believe in creating a positive impact through technology in organizations and community at large. We take immense pride in our value system, which is built on the pillars of Integrity, Commitment, Advocacy, Respect & Excellence ("I-CARE"). It is through our value system that we have continued to deliver on our promises for over two decades to our customers, employees and partners.

Individually and as an organization we strongly believe in diversity, the inclusion of people, and different perspectives. Our central purpose is to bring together synergies from creative and talented people to drive innovation and growth to our customers. Our commitment & efforts in the direction of diversity and inclusion has helped us deliver quality and value to our customers while providing employment opportunities to underrepresented groups.

AgreeYan's, as we endearingly refer to ourselves, are tied with the shared philosophy of giving back to society. We all are all committed to making our communities better than we found it. We support many social causes and love devoting our time and resources to those collectively as a team.

Some of the philanthropic organizations we support are listed below -

- Court Appointed Special Advocates
- Children's Charities of Sacramento
- Society to Create Awareness towards Life and Environment
- St. Jude Children's Research Hospital
- American Cancer Society
- Habitat for Humanity of Greater Sacramento's "Build for Unity" Program

7. What are the plans for the future in terms of expansion and growth?

The rate at which innovations are happening, organizations are transforming, the expectations are evolving, the future looks interesting overall. For us at AgreeYa, the future looks promising and exciting. As we speak, we are servicing 500+ customers across the globe and this number have been increasing at an exponential rate. Our customers include small size organization to large enterprises, therefore presenting us with very diverse and unique business problems to solve every day.

Our team of solution architects and software engineers are building and revamping many leading-edge solutions and software products. We are working on some very exciting solutions in the emerging technology areas like IoT, AI, Machine Learning & BI. We are confident that in the months ahead, we will be able to support are customers even better.

From an organizational growth and expansion standpoint, AgreeYa has been experiencing double digit growth for many years now. We have opened new offices at Dallas and Atlanta and a few more in India where we have our Global Delivery Center. We will be soon announcing more news about our expansion.

We are doing some strategic partnerships that, we believe, will help us reaching out to more

customers and provide stronger and comprehensive solutions together.

8. What strategies does AgreeYa Solutions India Private Limited have in place to improve your supply chain and build long term relationships with key partners?

Not Relevant

9. What are some of your key learnings in the past few years?

Last few years were full of new learnings or should I say unlearning. Last two years proved that technology reigns supreme. As an entrepreneur it taught us many new things and at the same time it made us shun some of the unnecessary habits and processes.

It also made us realize that there is a dire need to come up with a new and evolved way of doing business. Businesses globally, adopted new and better technologies and were able to come up with better alternatives to maintain business as usual where even survival was a big question.

Through every hardship, battle, and trial humans have faced while on this earth, I feel there is a lesson to be learned.

Some of my learnings from this past year are –

- It is ok to slow down, but it is not ok to stop.
- Embrace digitalization; make technology your best friend
- Be an agile organization; adopt flexible business models.
- Giving freedom and trusting your team will pay off.
- Believe in the values your organization is standing on; nothing can stop you.
- Achieving business goal is always a team effort.
- Set boundaries; maintain balance between work and personal life.
- Celebrate all successes, big and small

Pandemic forever changed us all; it forced us to slow down in some way, give up on certain things

(willingly or unwillingly). But one thing that has helped us keep afloat is the undying spirit to continue.

10. How do AgreeYa Solutions India Private Limited collaborate with and develop relationships with key suppliers and what benefits as a company do you see from this collaboration?

Not Relevant

**Looking to the future, what are your plans for the company's growth in the medium to long term?**

Our main goal in 2022 is accelerated growth and expansion. We will continue to focus on executing digital transformation and growth initiatives for our customers. Our domain experts will closely assess the potential of the business for different technologies, transform the company's portfolio, and reallocate efforts and resources accordingly.

We will continue to redefine our business strategy on customer-facing actions to serve our customers better. This will include adding more value to what we deliver to them, and the ways in which those actions will assist in achieving our revenue objectives.

Another very important step will be laying out potential contingencies that we may face in the coming year and use past experiences to be better prepared for them. We plan to build out strategies for each of them using our experience, especially from last 2 years.

I am confident that as we move ahead, we will take plenty of actions with confidence by keeping our focus on moving our organization forward with resilience and a positive outlook of a bright future.

## **ANYTHING ELSE YOU WOULD LIKE TO ADD OR EXPAND UPON?**

### References

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**Mr. Preshit D. Murudkar - CEO**

# COMAU INDIA

*Comau designs the Lines from scratch so every demand*

## **CAN YOU PLEASE GIVE AN OVERVIEW OF YOUR PROFESSIONAL BACKGROUND LEADING UP TO AND INCLUDING YOUR CURRENT ROLE?**

I am a Mechanical Engineer by qualification and have worked my way up from the Shop floor to a Management position today.

My inclination of solving issues on the shop floor to help the operators in achieving the required productivity and quality, developed and increased my interest in the field of Automation.

For the past 28 years I had opportunities to work with Indian and Multinational

Companies understanding their different cultures and approach to do the things.

My integration, passion and being self-responsible attitude truly worked for me to the position I am heading today as a Country Head for Comau India

Since 2017 in my current role, I have been heading Comau India wherein we majorly cater to the Automotive Industry and set up production plants for them, mainly for the Body welding, Powertrain and Electric Vehicle domains.

## **WHAT HAVE BEEN SOME OF THE SIGNIFICANT HIGHLIGHTS OF COMAU INDIA PVT LTD HISTORY?**

Comau India has been a pioneer in the business of setting up High Speed Automated Assembly Lines.



Comau India's inception as a Tool Maker in the year 1997 has grown steadily and currently today we provide completely automated production lines. We supply lines with the latest Global Technologies with Local Costs. We have been successful in delivering complete Bodyshop production lines to almost all the major automotive OEMs.

## **WHAT ARE SOME OF COMAU INDIA PVT LTD / COMAU INDIA'S KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?**

We firmly believe in understanding and catering to the demands of our Customers.

Comau designs the Lines from scratch so every demand is different and hence it is quite a challenge learning each time in finding the right solution and meeting the customer demand.

We regularly engage in taking feedbacks from our customers,

during different phases of the project, which helps to understand on what can go wrong and what needs to be improved.

Our solutions are technologically advanced without cutting corners to the best of the value we can contribute. We take pride and honour in saying that our repeated orders from our OEMs is a certificate of our values and customer satisfaction till date and will continue further. We truly feel grateful and appreciate our association.

## **WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?**

We are highly recognized for our efficient ability to deliver any critical and complicated large sized projects, engineered and manufactured locally. Added to this we also have a Worldwide strong presence for support and development. Comau believes and richly invests in Research and

Development primarily for new products and processes. Across the globe we have 6 Innovation Centers and 5 Digital hubs located at strategically important markets which supports us from technology point of view.

We have a strong Simultaneous Engineering teams who are well versed with the nuances of products on one side and have detailed knowledge of processes on the other, this helps us to guide our customers about their products when we see that from the industrialization point of view. This also helps us to connect with our customers' right from the development phase of the product.

#### **HOW HAVE YOU FOUND THE AUTOMATION INDUSTRY IN INDIA?**

Actually the Indian Automation Industry is still developing and progressing. Indian industries are improving their automation capabilities bringing it at par with the Global standards due to the need for operational excellence, improved productivity, quality in the production processes. This is

further supplemented by macroeconomic factors such as the growing middle-class population, rising disposable incomes, urbanization, and focused government initiatives, which are expected to have a positive impact on the growth of the manufacturing industry.

The Indian Industrial Automation Market is still evolving and its prospects are good due to increasing Foreign Direct Investments (FDI) and sustained growth of the manufacturing sector. The country is expected to strengthen its manufacturing sector further. The Industrial Automation Market in India is projected to witness a CAGR (Compound annual growth rate) of around 11.6% during the forecast period 2017-2023. (Kenneth research)

#### **HOW IMPORTANT IS CULTURE TO THE BUSINESS? HOW DO YOU INSTILL THIS IN YOUR EMPLOYEES?**

Culture and values are vital to the organization because it shapes the corporate identity leading therefore to the growth of the organization,

paving the way for success and developing a lasting legacy. If you can see that you're making a positive impact within your team and in your community, then you know it is working for sure.

When you have a foundation built on a shared values, you can bet on your team's will to move forward and achieve your company's goals.

Our values allows us to recruit, build and retain a highly motivated team. Having the proper momentum, culture and teamwork creates the opportunities to reach goals and build legacy.

#### **WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION AND GROWTH?**

For the past 25 years we have had a very successful run with the Weld shop and PWT business domains, we now plan to expand our expertise / offerings also to the Electric Vehicle business domain. The electric vehicle market is growing at a rate of 36% year on year (India Energy Storage Alliance - IESA) and OEMs have started



localizing in order to get the low cost advantage, hence I feel now it is the right time to invest in capability and capacity specially catering to the Electric Vehicles.

What strategies does Comau India Pvt Ltd have in place to improve your supply chain and build long term relationships with key partners?

As far as International suppliers are concerned we have global agreements in place to define optimized time and cost efficiencies along the way, we also have business partners for newly evolving technologies.

On a national level as well we have a very strong supplier base who are trained for all the processes and quality level parameters. We can proudly say that the quality what we engineer and manufacture is accepted worldwide

**WHAT ARE SOME OF THE KEY GOALS MR. PRESHIT D MURUDKAR AND COMAU INDIA PVT LTD COMPANY HAVE ACHIEVED SINCE THEY BEGAN THEIR ROLE AS THE MD OR CEO?**

Through this wonderful journey of 5 years as the MD & CEO of Comau India, together we achieved various milestones a few major milestones that we touched during the period are as below.

- Our export volumes have improved since last few years and we look forward to grow further so as to pass on the overall cost advantage of operating in a low cost and high quality market to our global counter parts.
- Being an engineering company our team is our main strength and I proudly say that we have successfully retained our core team.
- Comau India was able to achieve year on year revenue targets, operational profitability in spite of the pandemic situation for the last 2 years. Also to highlight that we are a zero debt company.

**HOW DO COMAU INDIA PVT LTD COLLABORATE WITH AND DEVELOP RELATIONSHIPS WITH KEY SUPPLIERS AND WHAT BENEFITS AS A COMPANY DO YOU SEE FROM THIS COLLABORATION?**

Today we work with a wide range of local and global suppliers, and our supply chains have become multi country and multi Continent. In this challenging scenario in order to maintain profitability and drive efficiencies, we need to work very closely with our suppliers,

We need to closely work with our suppliers especially for manufacturing activities that we

don't develop in house. As we grew during all these years, we have consolidated our supplier base and have increased the level of output from each one of them which gives mutual benefit in terms of costs, productivity and most importantly priority.

**Looking to the future, what are your plans for the company's growth in the medium to long term?**

Ans. We plan to expand beyond the regular domains that we have been regularly working on all these years in the medium term (Electrification is a focus) and keep working on our strengths to deliver locally manufactured production lines.

Further we have the vision and want to make Comau India a strong Engineering base for the whole Comau group.

**ANYTHING ELSE YOU WOULD LIKE TO ADD OR EXPAND UPON?**

I would like to mention the fantastic range of Comau Robots, we have got an entire range of Robots right from 3kg to 650kg payloads, including collaborative ones, and which can be used for different applications like, Welding, Part Pickup and Placement, Sealing, Hemming to name a few. Our Robots are working in many modern automobile plants across India.





## THE BEST HAIR GROWTH SHAMPOOS FOR LENGTHY LOCKS

**W**e often get told not to wish our lives away, but when you're growing out a bad haircut or willing your hair to grow longer, you'd be forgiven for impatiently ticking the days off.

Tipping your head back and staring into the mirror; pulling your GHDs through each and every lock until they're poker-straight; applying and styling and all-round willing your hair to grow longer — sometimes it doesn't matter what you do: your hair stubbornly refuses to grow.

But that just means it's better to bring things back to the basics: with the addition of a hair growth shampoo that can renew your long, luscious locks and hair regeneration like you've never seen before.

Hair thinning? A thing of the past. It's time for hair growth, and by that we mean incorporating a

shampoo for hair growth and thickness so impressive you find yourself airily flicking your lengths around like something out of a shampoo advert.

If you're looking to stimulate hair growth, regrow hair, or just add a hair thickening shampoo into your routine, you're in the right place.

### 27 BEST HAIR GROWTH SHAMPOOS FOR WOMEN

Brand	Best for
Kerastase	Best overall
Oribe	Best premium
Pura d'Or	Best value
Aesop	Best natural
Pure Biology	Best stimulating
Philip Kingsley	Best volumising
Klorane	Best strengthening
Olaplex	Best clarifying
Sachajuan	Best thickening
Viviscal	Best densifying
Davines	Best for fragile hair
Virtue	Best full
Redken	Best anti-breakage
Rene Furterer	Best for frequent use
Brigeo	Best dry shampoo
Kerastase	Best for oily hair
Ultrax Labs	Best for regrowth
Ouai	Best for fine hair
Evolis	Best for colour treated
Grow Gorgeous	Best for damaged hair
Nioxin	Best for thinning hair
Laritelle	Best organic
ArtNaturals	Best with argan oil
Philip B	Best with peppermint

Briogeo	Best with biotin
Dr Hempster	Best with hemp oil
OGX	Best budget

### **KERASTASE: BEST OVERALL HAIR GROWTH SHAMPOO**



It doesn't matter whether your hair goals are smooth and silky Rapunzel-esque lengths, growing out a haircut that didn't go according to plan or dealing with thinning hair: Kerastase's Bain Extentioniste Shampoo will calmly take matters into its own hands with a nourishing, dense formula that waves goodbye to all of your hair woes once and for all. Making slow growth a thing of the past, you'll start to appreciate the strength and health of your hair when you've successfully transitioned to using this shampoo.

Its list of winning ingredients is suitably long and features some hair-boosting favourites like taurine, castor oil, creatine R and ceramides to bring your hair back to its optimum health. The addition of taurine also works to nourish your scalp, which means that not only will your current lengths see big improvements, but your new hair will be healthier, too.

Best for: Levelling up your hair into the crown you'll never take off.

### **ORIBE: BEST PREMIUM SHAMPOO FOR HAIR GROWTH**

The simple act of standing in the shower is elevated once you've swapped your everyday bottle of shampoo for a bottle of Oribe's Gold Lust Repair & Restore Shampoo. There's a chance you'll even subconsciously mistake this



bottle for being "gold dust" rather than "gold lust" — partially because it'll feel just as luxurious when lathered into your hair but also because you'll look after this bottle as carefully as if it were made of real gold.

The repair and restore shampoo has two main areas of expertise. Combining cypress, argan and maracuja extracts, it rejuvenates and strengthens your existing hair while paving the way for your new hair to grow back in its healthiest state. Vegan, cruelty-free and gluten-free, it's the ultimate answer to restoring sleek, smooth hair without adding any unwanted chemicals or ingredients to your hair care routine.

Best for: Making every hair wash feel like a spa day.

### **PURA D'OR: BEST VALUE HAIR GROWTH SHAMPOO**



Pura d'Or is one of the OGs in the world of hair growth shampoos and it gently but firmly leads the way when it comes to encouraging consistent growth. A selection of potent ingredients combine to create a formula that wastes no time adding a burst of energy to your hair. The key ingredients in the Original Gold Label Anti-Thinning shampoo include biotin and a

proprietary herbal DHT blend, which work together to discourage shrinking hair follicles and keep the existing hair in top quality condition.

Biotin also adds an extra dose of nutrients by allowing new hair to grow through with an extra layer of armour. Nettle extract, pumpkin seed and black cumin seed oil are some of the other crucial ingredients in this vegan-friendly and cruelty free shampoo, making it a brilliant allrounder that doesn't cost a fortune.

Best for: Enjoying those newly necessary trips to the hairdresser's.

### **AESOP: BEST NATURAL HAIR GROWTH WOMEN'S SHAMPOO**



Aesop's winning combination of all natural ingredients might seem too good to be true but it just goes to show that sometimes you don't need a long ingredients list for success. And, in true Aesop form, this is a shampoo with a smell as pleasing as its results. The Volumising Shampoo uses one important ingredient for success: Polyquaternium 67. Best suited to those with limp, fine or thin hair, this miracle shampoo offers the same effect as vigorously shaking your head upside down – but with style.

Adding lift and bounce where previously there was none, you'll start to notice your hair quickly growing longer as well as thicker. After a few washes, you'll start to notice your hair feels bouncier and lighter; almost as if it's starting each day with the announcement of some good news and a strong coffee.

Best for: Letting your newly thickened hair air dry and loving the results.

**PURE BIOLOGY: BEST STIMULATING HAIR GROWTH SHAMPOO**



Pure Biology is the shampoo equivalent of the friend who always comes with everything to hand: a pen, notebook, tissues and even a change of clothes. But in this case, each of those necessities is replaced with a hair care necessity: biotin, keratin, castor oil, coconut oil, vitamin B, vitamin E, saw palmetto, green tea extracts and more. Think of a beneficial ingredient to throw into a hair growth shampoo and you'll almost definitely find it in this bottle.

As a result, the Pure Biology Revivahair Shampoo is one of the best hair growth shampoos you can buy, with ingredients designed to thicken, stimulate and all round nourish your hair without any damaging factors at all. A brilliant everyday shampoo, it manages to do all of the above without weighing hair down or adding any oils, making it ideal for those with dry hair right through to those who have oily roots.

Best for: Making your scalp stand to attention, Sergeant Major style.

**PHILIP KINGSLEY: BEST VOLUMISING SHAMPOO FOR HAIR GROWTH**

You'll feel a little like you're walking out the hair salon everyday once you've incorporated Philip Kingsley's Body Building Shampoo into your daily routine. Undoubtedly the best hair growth



shampoo for volumised hair, a quick lather with this bottle and you'll feel like you've experienced a blow dry on the daily. Body building by name and body building by nature, this shampoo somehow manages to do the impossible and combines a weightless formula with a shampoo that adds just enough weight for great effects.

Calming flyaways while giving your overall hair an impressive boost, it utilises ingredients like strengthening keratin proteins and natural cellulose to thicken each individual strand. Say goodbye to frantic morning routines involving a barrel brush, head upside down and hairdryer manipulated for hours on end: this shampoo will give you the same overall effect but just as a result of its magic, rather than your own hard work.

Best for: Making lifting part of your daily routine in the gym and the shower.

**KLORANE: BEST STRENGTHENING SHAMPOO FOR WOMEN**



Gone are the days of wincing when you accidentally catch your hair in your necklace, or having to ever so gently remove a hair tie without breakage. It's time to add a strengthening shampoo to your hair care routine. Klorane's Shampoo

with Quinine and B Vitamins should almost be advertised as one of your five a day, thanks to the impressive and almost unbeatable effect it can have on your scalp.

This is a shampoo that's confident in its ability to make a difference – and rightly so. As one of the first hair growth brands to take to the stage, Klorane knows what it's talking about when it comes to finding desired results. Fortifying, stimulating, strengthening and revitalising: this shampoo is the closest thing you'll find to a spa day designed just for your head.

Best for: Ruthlessly tying your hair back with reckless abandon once again.

**OLAPLEX: BEST CLARIFYING HAIR GROWTH SHAMPOO**



If the devil on your shoulder is frizz, dry hair or ends that keep snapping off, then Olaplex is the angel on the other shoulder. One of the biggest household brands in the world of hair care, Olaplex can't really be faulted and is more than worthy of its superstar status. One of those brands that's eventually on everyone's lips, you may be hesitant at first of believing such lauded claims, before trying the shampoo yourself and being converted forevermore.

Olaplex's No.4 Bond Maintenance Shampoo will quickly become your new haircare staple, thanks to its pure variety of ingredients and immediate results. You could get away with just using this clarifying shampoo once and admiring its results, or you could treat yourself

to regular usage and get used to smooth, soft hair that refuses to stop growing while shining with a healthy glow.

Best for: Finally getting on that Olaplex hype train and enjoying every minute.

**SACHAJUAN: BEST HAIR THICKENING SHAMPOO FOR WOMEN**



It's all well and good encouraging your hair to grow longer, but it's not quite as enjoyable if your hair is longer but thin, snapping and generally not in healthy shape. So, while you're working on getting your hair to grow down, it's also invaluable investing in products to help each individual hair follicle grow an extra layer of protection. Sachajuan's Thickening Shampoo will almost have you second guessing the limits of science with its quick results.

This understated bottle comes with results that can't be overstated enough, and that's all thanks to its Ocean Silk Technology. Just as smooth and luscious as its name suggests, this shampoo will transport you and your hair into movie set levels of enviable hair. Repairing your existing hair while ensuring all new hair comes through with a gorgeous shine, you'll treasure this bottle as soon as you've witnessed its results.

Best for: Causing your family and friends to run their fingers through your hair.

**VIVISCAL: BEST DENSIFYING WOMEN'S SHAMPOO**

A premium quality densifying



shampoo will take one look at thinning hair and shake it up with impressive results. Sure, they might not be visible after a single shampoo but good things come to those who wait and your patience levels will more than pay off with your thicker, softer and all round better conditioned hair. Viviscal's Gorgeous Growth Densifying Shampoo promises just that: impressive hair growth that's witnessed high levels of TLC and is in a position to thrive. Famed for its long term results on all and any kind of hair, Gorgeous Growth is accompanied by Delightful Depth, Serious Smoothness and Terrific Texture.

If you have shorter hair, use this product like a hair mousse for best results. Doing this also comes with the added benefit of experiencing the delicious scent for longer, rather than just standing around in the shower trying to breathe in every last bit of it.

Best for: Making 'dense' sound like an aspirational thing for the first time ever.

**DAVINES: BEST SHAMPOO FOR FRAGILE HAIR**



Not only is Davines' Energizing Shampoo a great choice for anyone who wants their bathroom cabinet

to be just as stylish as the rest of their life, but it's also a brilliant option for those who have fragile hair that refuses to withstand heavy products. It can be tricky trying to find a hair growth shampoo that's targeted towards fragile hair without overpowering it, but this shampoo promises just that.

Its careful combination of ingredients is specifically formulated for thinner hair, promising to whisper nurturing words to encourage growth. The main ingredients of success in this shampoo are caffeine phytochemicals, which stimulate circulation and improve hair elasticity, preventing loss and keeping new hairs healthy, too. Refreshing and revitalising, this Italian-made brand is sure to become a repeat purchase for its all-encompassing effect on your scalp and hair follicles.

Best for: Bringing your timid lengths out of their shell with a huge confidence boost.

**VIRTUE: BEST FULL SHAMPOO FOR HAIR GROWTH**



Much like eating a huge meal or quickly drinking an entire bottle of water, Virtue's Full Shampoo will keep you stuffed for hours on end in the best way possible. It's hard to sum up exactly where this shampoo especially thrives, because its list of benefits and skills never seems to end. As well as cleaning your hair like any good shampoo will do, the Full Shampoo also thickens,

volumises, lifts and plumps your hair from the roots upwards.

It's full in every sense of the word; from its thick, dense formula to the way your hair feels after a quick lather. The box ticking continues with the suitability of this shampoo: it doesn't matter whether you've got thin hair, colour treated hair or hair that's flat – this shampoo will work its magic with hydrolyzed quinoa and biotin in a way that eating your superfoods could never achieve.

Best for: Effortlessly ticking every box in the hair growth world.

### **REDKEN: BEST ANTI-BREAKAGE SHAMPOO**



There's no need to mourn the loss of your GHDs or curling wand any longer for fear of causing extra breakage: the best anti-breakage shampoos will laugh in the face of anything resembling weak hair strands, with a powerful formula that seems to almost magically coat every single hair strand.

Sitting high up on its metaphorical throne, Redken's Extreme Length Shampoo is the winning solution for anyone whose hair grows to a certain length before seemingly accepting defeat and snapping. If you're sick of your hair reaching shoulder length and refusing to grow any longer, this is the shampoo to use to see long-lasting results. The anti-break shampoo works thanks to its infusion of biotin, which strengthens existing lengths and promotes healthy new hair at the same time.

Best for: Rightfully deserving its seemingly endless 15 minutes of fame.

### **RENE FURTERER: BEST HAIR GROWTH SHAMPOO FOR FREQUENT USE**



Gym bunnies, hat wearers and anyone who washes their hair everyday: it's time to sit up and pay attention. You're probably already familiar with the notion that washing your hair less can encourage hair growth but, sometimes, that's just not an option. Especially if you're someone who likes to spend a morning at the gym before work but flat out refuses to turn up with anything less than sleek, stylish and most importantly clean locks.

Rene Furterer's TRIPHASIC Strengthening Shampoo is designed with you in mind: pulling together an impressive shampoo that withstands daily usage while keeping your hair in tip top condition. It combines ATP, paffia extract and encapsulated essential oils to energise the scalp in a way that your standard daily shampoo could never. Make the transition from your go-to shampoo to a bottle of Rene Furterer and you'll quickly reap the benefits of clean, healthy and crucially strong hair.

Best for: Squeezing in an extra shower just to use it again.

### **BRIO GEO: BEST DRY SHAMPOO FOR HAIR GROWTH**



Slept through your alarm? Dry shampoo. Hot water seemingly refusing to turn on? Dry shampoo. Freezing cold morning where the thought of stepping out of the shower fills you with dread? Dry shampoo. A good dry shampoo will convert flat, lifeless hair into something that resembles a put together look. But a great shampoo will take it one step further, with a formula that acts almost as impressively as normal shampoo does, without forcing you to stick your head under the shower.

Briogeo's Scalp Revival Charcoal + Biotin Dry Shampoo will save you time and styling energy, with a dry shampoo that storms ahead from the years when you accepted defeat with dusty hands and a faint grey shadow over your roots. But not only does this dry shampoo do its job of uplifting your hair, it also works to keep it strong and nourished, with a combination of charcoal, clay, tapioca and rice starches.

Best for: Replacing a cup of coffee as your 'running late' morning necessity.

### **KERASTASE: BEST HAIR GROWTH SHAMPOO FOR OILY HAIR**



Apply to wet hair. Lather, rinse, repeat... and declare with delight to your friends that you've discovered your new haircare saviour. There aren't

many shampoos out there that manage to keep hair thick and healthy without causing a build up of oil. And that's a problem you likely want to avoid, if you're someone who has oily hair in the first place. But Genesis' Bain Hydra-Fortifiant Shampoo acts as the perfect midpoint: stripping away grease and removing sebum and other pollutant particles from your scalp before injecting a huge dose of moisture straight back in.

The moisture in question is formulated with Edelweiss native cells and ginger root, which you might not see that frequently on shampoo bottles but fully deserve their gold medals for impressive results. Together, these ingredients provide oil control, slow down hair breakage that comes from brushing your hair, and fortify from the roots upwards, all at the same time.

Best for: Turning oily roots into dazzling shine with growth along the way.

### **ULTRAX LABS: BEST WOMEN'S SHAMPOO FOR REGROWTH**



Ultrax Labs' Hair Surge is basically a stylish science project revealed after years of hard work, determination and endless studies in the hair industry. This is a brand that's perpetually top of the class, with a range of hair growth products designed with only the best ingredients that are proven to be highly effective. If the Hair Surge shampoo was a science project, it would be the obvious overall

winner, putting every other product to shame and taking the gold medal without even waiting for applause.

Because this shampoo really does have it all: from the key ingredients like caffeine, ketoconazole and saw palmetto to the integrated essential oils and other active ingredients that combine in a real definition for success. Use this shampoo in place of regular shampoo and say hello to regrowth, and goodbye to shedding hairs without even touching your head.

Best for: Calming you down after a hair disaster.

### **Ouai: BEST HAIR GROWTH SHAMPOO FOR FINE HAIR**



Fine hair grows a life of its own with the addition of Ouai's Fine Hair Shampoo. As the name would suggest, this shampoo is specifically formulated to thicken, nourish and add depth and character to even the very thinnest hair.

A game changer for anyone looking to naturally thicken up their hair, Ouai's Fine Hair Shampoo combines biotin, chia seed oil and hydrolyzed keratin to create a sort of superfood smoothie that you'll luxuriate in every time you step in the shower. As well as being an absolute joy both while lathering up and then styling your hair, this is a shampoo with a beautiful fragrance to match. Orange, peony, magnolia, jasmine, musk and orris all work together for an incredibly floral fragrance that'll follow you about your day.

Best for: Adding incredible depth without weighing you down.

### **ÉVOLIS: BEST GROWTH SHAMPOO FOR COLOUR-TREATED HAIR**



You might get told to pick your poison, to focus on one problem at once or to simply accept that your beautiful new dye job isn't going to last very long if you're also looking to strengthen and grow your hair. Most of the time, colour-friendly shampoos aren't designed with growth in mind and growth shampoos don't even consider their effects on colour treated hair. But, that seemingly huge gap in the market was promptly filled by Evolis and its Promote Shampoo.

Almost seemingly too good to be true, the Promote Shampoo transforms hair from thin, lank or overworked with a nourishing formula that promises a whole 180. Some of its core ingredients include antioxidants like baobab and keratin that promise smooth, straight locks that are just as vibrant as when you left the salon.

Best for: Keeping close to you after a dye job like a childhood teddy.

### **NIOXIN: BEST SHAMPOO FOR THINNING HAIR**



The same way you associate tonic with gin, butter with bread or oil with vinegar, you'll immediately put thinning hair and Nioxin together. One of the most recognised brands in the world of hair care, Nioxin's System 2 Cleanser Shampoo is the shampoo equivalent of the comfort blanket and hot cocoa you run to when bad things happen. This purifying shampoo gently but firmly brings your hair back to its prime condition to encourage healthy hair growth. The first step? Removing sebum, fatty acids and other environmental residue from the scalp and hair.

The second step is where the magic happens: the potent formula strengthens and amplifies your hair's structure, creating a stable base for your new hair to thrive. Nioxin is one of those brands that salons rave about, dermatologists talk about as if it was their first born and friends who've tried the brand swear by using nothing else. It might seem slightly cult like, but it's well-deserved.

Best for: Stopping thinning hair in its tracks almost instantly.

**LARITELLE: BEST ORGANIC HAIR GROWTH SHAMPOO**



You might typically avoid hair growth shampoos for their insistence at using chemical ingredients or strong formulas made up of words that you wouldn't even

attempt to pronounce. And, until recent times, choosing a hair growth shampoo meant accepting all of the above and picking your battles: organic shampoo or growth-spurring shampoo? Luckily, the perfect midpoint now exists in the form of Laritelle's Organic Shampoo.

Flat out refusing to use any ingredients that aren't organic, it instead favours things like argan oil, rosemary and palmarosa to encourage hair growth and a healthy environment to let your scalp flourish. One of the best things about this shampoo is how ridiculously soft and smooth it makes your hair feel. By starting right at the hair follicles, it means that every inch of your crown receives the special treatment and can grow accordingly. Earth friendly and non-toxic, you'll feel a burst of positivity each time you use it.

Best for: Being far mightier than its ingredients list may suggest.

**ARTNATURALS: BEST HAIR GROWTH SHAMPOO WITH ARGAN OIL**



Along with smelling beautiful and feeling extra luxurious, argan oil is a brilliant addition to any shampoo if you're looking for silky smooth hair that refuses to stop growing. The vitamins in argan oil promote hair growth with no limits, and ArtNaturals' Argan Hair Growth

Shampoo is a perfect example of doing just that. The list of benefits from this shampoo is almost never ending, starting with boosting and rejuvenating hair and ending with gloriously thick, healthy lengths.

A sort of armour if you're heading out into the sunshine or favour dyeing your hair frequently, the addition of argan oil in this shampoo means you can tan as much as you like or dye your hair a whole rainbow of colours without seeing negative effects. And, if you weren't convinced, keep in mind that argan isn't the only shining star in this formula: biotin, keratin and caffeine are the backing dancers also keeping your hair looking incredible.

Best for: Not being sure whether to smell or touch your hair first.

**PHILIP B: BEST WOMEN'S SHAMPOO WITH PEPPERMINT**



That fresh, clean and overall enjoyable feeling you get straight after you've brushed your teeth? Imagine the same effect on your hair and you'll start to understand just how good it feels to incorporate peppermint into your hair care routine. And as well as being almost unbeatably refreshing, peppermint helps to stimulate the scalp and encourage hair growth from the inside out.

Philip B's Peppermint Avocado Shampoo is a famous product and one of the brand's best-selling, thanks to its ability to transform

hair into something bouncy, soft and ready for action no matter what it looked like before you stepped into the shower. Along with peppermint, this shampoo features 16 plant-based extracts, all of which come together to form a nourishing bond on your lengths with a tingly, cooling burst that'll keep you energised all day long.

Best for: Ending each hair wash with a spring in your step.

### **DR HEMPSTER: BEST SHAMPOO WITH HEMP OIL FOR WOMEN**



Hemp oil is one of the newly popular kids on the block when it comes to hair stimulating ingredients and it's something you'll want to get fully onboard with. Hemp encourages hair growth thanks to its high percentages of protein, vitamins and minerals. It also contains a lot of fatty acids, which promote blood circulation to the scalp and may encourage even faster hair growth. Dr Hempster's Hair Loss and Biotin Shampoo is a natural and organic shampoo that's perfect for anyone growing a little tired of waiting for hair loss.

Its natural makeup also means it's suitable for those with sensitive skin. Along with hemp oil, it uses biotin to cleanse and thicken, saw palmetto to fight DHT stimulating enzymes, wheat protein for extra elasticity in your lengths and argan oil rich in antioxidants to stimulate hair growth. It's basically a whole collection of impressive shampoos rolled into one unique bottle.

Best for: Buying the rest of the range and declaring hemp the buzzword of 2021.

### **OGX: BEST BUDGET HAIR GROWTH SHAMPOO**



Not only is OGX Thick & Full shampoo an excellent budget friendly shampoo for hair growth but it also comes with a bergamot, jasmine and vanilla scent that you'll rave about long after you've stopped gazing at your newly long hair in wonder. OGX takes things back to basics in the best way possible with this shampoo, thanks to its nature-first approach and addition of biotin and collagen.

Hair gets the full treatment with results that suggest a far more expensive shampoo, with renewed bounce and energy. Nutrient rich and smelling irresistibly good, this paraben-free is gentle on your tresses while promising powerful results. Suitable for all hair types, you can expect to see abundant

hair growth that's in healthy condition no matter whether you have straight or curly, thick or fine or even colour treated hair.

Best for: Pleasing your hair and your wallet equal amounts.





**Mr. Vikas Khanvelkar - Managing Director**

# DESIGN TECH SYSTEMS LTD

*We believe in building and nurturing our eco-system.*

## **W** HAT ARE DESIGN TECH SYSTEMS LTD CORE VALUES?

At DesignTech we live by these values and motto. Firstly, conformance to the commitment given to our customers is paramount. We understand the customer requirements holistically and then offer them a customized solution of technologies and services that can help them achieve their product design and development objectives, while also earning them highest possible returns on investment. Secondly, we consider our employees, vendors and suppliers partners in success and thereby ensure that they grow along with the organization. We believe in building and nurturing our eco-system. Being equal contributors in our success, we want to ensure that they too expand and grow with us. Last but not the least, we at DesignTech have always strived to popularise the use of latest product design and development technologies in the industries in India, with which they can build robust products in lesser time and costs, augment overall product development efficiency and productivity, and stay resilient and competitive. We have upheld these mottos and commitments towards our customers and industries, employees and partners, and our overall eco-system, since our inception in 1998 and we shall continue to live by these values in the future too.



## **HOW DOES DESIGN TECH SYSTEMS LTD DIFFERENTIATE ITSELF FROM THE COMPETITION?**

DesignTech is amongst the pioneer companies to propagate and popularise the use of modern technologies in product design and development in the industry in India. Back in the 90s, when 3D CAD or modelling software were considered a luxury by the SMEs in India, we worked tirelessly to help the SMEs see value, understand ROI, and aided them to adopt and migrate to 3D CAD platforms that would only help them in bettering their product design process and quality. Even today, we are promoting contemporary new age technologies such as Augmented Reality, Internet-of-Things, advanced 3D Printing in the

mechanical engineering, manufacturing, and product development industry. We have always stayed ahead of time, and helped the industry adopt these technologies to match the global standards of engineering and manufacturing excellence. With 24 years of working closely with the cross vertical industries in India, we understand the very pulse of the industry, which is why we are able to comprehend their challenges, and offer them a solution that can best help them enhance their product development and manufacturing productivity. We help them right from technology understanding, training, to implementation and support thereafter, thus covering the entire spectrum of adopting and using

new technology. Besides that, we provide technologies and services at every stage of product life cycle right from concept development, product modelling and engineering, product design analysis and simulation, 3D Printing, tooling, to manufacturing. Our engineering services division has worked on some of the most complex engineering projects that involve detailed product engineering, advanced CAE, and design-for-manufacturing for companies from various industrial segments such as automotive, industrial machinery, heavy engineering, power and energy, consumers goods etc. in India and overseas. We also provide Augmented Reality experiences services that can help companies create immersive and enhanced digital product experiences for product marketing and promotions, product operations training, servicing and maintenance, and consumer experiences. We provide end-to-end solutions in the product development process. These are our key differentiators that strike us apart.

**WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION AND GROWTH?**

Today the greater focus of industries is 'Digitalization'. Mechanical engineering and manufacturing industry is also following the same paradigm.

Companies are looking at greater automation, smart manufacturing, remote monitoring, remote assistance for plant maintenance and servicing, which can help them enhance their operational efficiency. DesignTech too is focussing on helping Indian industry adopt and implement these technologies and solutions. Through our Augmented Reality and Mixed Reality services offerings, we can help companies create rich, detailed, intuitive, and immersive digital product experiences that can be used for marketing and promotions, client demonstrations, training and education, servicing and maintenance, digital product brochures and simulations, and for detailed product/systems working and understanding in case of manufacturing plants. With these offerings, we plan to make a headway into new and untapped industries which we originally did not cater to. We also want to promote these services overseas to expand our reach into new geographies.

Today 3D Printing or Additive Manufacturing is used right from fine and intricate models development, prototyping and physical design validation, to customized batch productions for end-use, with applications for diverse industries. This has opened

up a whole new gamut of opportunities. We also aim to widely promote these technologies to varied industries through specialised and niche applications, guiding them to adopt "Design for Additive Manufacturing" whenever it is beneficial.

**WHAT STRATEGIES DOES DESIGN TECH SYSTEMS LTD HAVE IN PLACE TO IMPROVE YOUR SUPPLY CHAIN AND BUILD LONG TERM RELATIONSHIPS WITH KEY SUPPLIERS?**

We have worked with many channel partners to cater to the geographically wide spread industry in our country. One of the key aspects of maintaining and fostering strong ties with the suppliers is – Communication and Returns. We ensured that we support our suppliers every step of the way, and they also earn respectable returns while working with us. We want to make sure that our suppliers are motivated, driven and recognised. Every transaction we have with our customers and suppliers should be a delightful experience for each of them and us too. We have worked with our partners closely right from technology training, sales engagement, support assistance, joint marketing initiatives, to ensuring swift response time and being un-bureaucratically approachable for any assistance.



**Stay Competitive  
with Technologies,  
Services and  
Training**

However, treating and recognising the suppliers as partners and contributors in our success and growth, and ensuring that they too receive worthy returns while transacting with us, is the cornerstone for forging great and strong partner-suppliers relationships.

5. What are some of the key goals Mr. Vikas Khanvelkar and Design Tech Systems Ltd have achieved since they've been there?

DesignTech is among the top CAD/CAM/CAE, PLM, additive manufacturing technologies, and engineering services provider in India. Year on year we have achieved new milestones of success while expanding our customer's base, industries base, and geographies. DesignTech is also a recipient of many prestigious awards such as Maharashtra IT award, NASSCOM Emerge 50 award, 'SME Elite 50', and 'Certificate of Commendation' from The Institution of Engineers (INDIA), for our contribution in the field of engineering. We have also been felicitated and awarded by the Global companies we are partners with such as Altair Engineering, Stratasys, MathWorks etc. for our efforts and contributions in promoting their technologies and solutions in India. Vikas Khanvelkar is the co-founder and Managing Director of DesignTech Systems. He himself is an accomplished entrepreneur whose vision has guided DesignTech to becoming a pioneer and a leader in the CAD/CAM Industry.

#### **ABOUT DESIGNTech SYSTEMS PVT. LTD**

DesignTech Systems is a leading CAD/CAE, PLM solutions, Additive Manufacturing technologies and Engineering Services provider from India. Having worked closely with companies from cross vertical domains from India and Overseas

since 1998, DesignTech supplies technologies and Services at every stage of Product lifecycle.

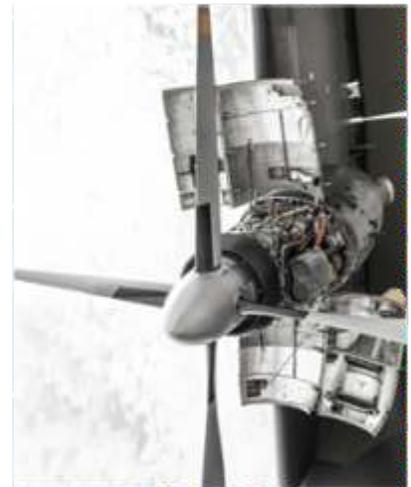
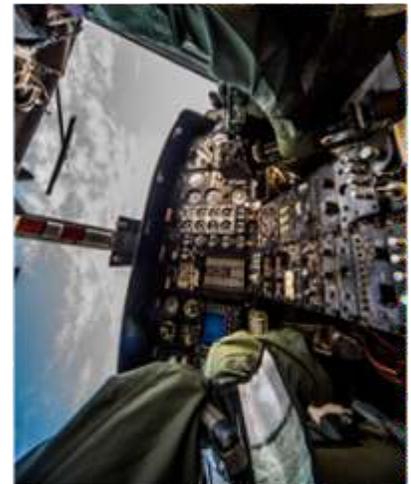
DesignTech Education is an education and training division of DesignTech focussed on providing skill based and also industry specific trainings on electro-mechanical technologies to students through their Centres of Excellence.

DesignTech CAD Academy is a part of DesignTech Education division dedicated for imparting applications based trainings to students and industry professionals alike on CAD and PLM software to help them upgrade their skills and gain proficiency over the advanced product design software solutions. Catering to wide industry sectors such as Automotive, Aerospace and Defense, Industrial Machinery, Heavy Engineering, Consumer Goods and Electronics to Power and Energy, DesignTech is well equipped to make significant contributions and value additions in the engineering initiatives of the companies. Committed to providing seamless customer service and creating customer delight, DesignTech can make for an ideal Technology, Services and Training Partner for the corporates and industries.

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**Mr. Vineet Gupta - MD**

# LILLY INDIA & THE SUB-CONTINENT

*Our promise of making life better for people in India and around the world.*

## **CAN YOU PLEASE GIVE AN OVERVIEW OF YOUR PROFESSIONAL BACKGROUND LEADING UP TO AND INCLUDING YOUR CURRENT ROLE?**

I have spent over a decade with Eli Lilly having joined as Marketing Director for India in 2010. This was followed by a role as Corporate Affairs & PRA (Pricing Reimbursement and Access) Director in 2012 and I have since served in various strategic leadership roles in several countries including General Manager in Thailand, Philippines, and Indonesia. In my previous role before moving to India, I held the position of the Go-to-Market Lead for Anti-COVID Therapies for International Markets based at Lilly Corporate HQ, Indianapolis, US. Prior to joining Lilly, I have spent 8 years with Johnson & Johnson Medical in various sales & marketing roles. I completed my MBA from IIM Kolkata and did my engineering from IIT Delhi.

I am excited and honoured to have this opportunity to now lead the Eli Lilly India operations. I look forward to driving strategic business decisions that help us deliver on our promise of making life better for people in India and around the world.

## **WHAT HAVE BEEN SOME OF THE SIGNIFICANT HIGHLIGHTS OF ELI LILLY PHARMACEUTICALS INDIA PVT LTD HISTORY?**



At Lilly, we unite caring with discovery to create medicines that make life better for people around the world. Throughout its 145-year history, Lilly has played a pioneering role in life changing medicines – insulin, which made diabetes no longer fatal; penicillin, which greatly reduced deaths from infection; fluoxetine, which revolutionised depression care and reduced the stigma of mental illness; and COVID-19 treatments, which have helped to save lives in the fight against the pandemic. We are committed to investing in innovation for the long term and solving world's significant health challenges.

Our journey of 28 years in India has been both rewarding and challenging. We have maintained a steady growth pace and have made available our global innovative drugs for patients in India.

Particularly in Diabetes, India has the second highest number of people living with diabetes. Given the current trend, it is projected that India will have the highest

number of people living with diabetes by 2045. Over the years we have introduced several innovative diabetes drugs in India to cater to what we see as a large unmet need in India's growing diabetic population. These include insulins (analog & basal) and a GLP-1 agonist which was introduced in 2016.

Today we have partnerships with Lupin & Cipla for the marketing and distribution of our diabetes portfolio. These partnerships will enable us to expand our marketing reach and make our medicines accessible to more patients.

Lilly India is also focusing on therapies where there is an urgent need for new medical solutions such as oncology, bone health, rheumatoid arthritis, erectile dysfunction, and growth disorder. Globally, our strong product pipeline includes molecules in different stages of development for oncology, immunology, and dermatology.

We will continue to invest in our India business and continue to

deliver life-saving breakthrough medicines and solutions to address the country's specific health needs.

**WHAT ARE SOME OF ELI LILLY PHARMACEUTICALS INDIA PVT LTD KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?**

Our objective is to bring new discoveries to people who need them, with speed and purpose, to make life better for people around the world. Our enduring values of integrity, excellence and respect for people define how we deliver on our purpose.

Eli Lilly has been serving customers and patients in India for over 28 years and globally for more than 145 years. More than 35,000 of us work at Lilly across the globe, coming together from diverse backgrounds to help bring relief to millions of people with serious illnesses.

The satisfaction of our customers lies in helping people heal and we understand that delivering life-saving medicine is just the start.

In India, we continue being committed to bringing in innovation by engaging with healthcare providers, industry stakeholders, and facilitating access to our medicines to as many patients as possible.

**WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?**

At Lilly, our mission is to bring innovation and new therapies to make life better for patients who need them. We aim to continue to accelerate access to our new breakthrough products that can bring down the disease burden in this country.

We are keen on collaborating with stakeholders in the public and private sectors to understand how we could serve them better, as we

plan to bring to market an unprecedented number of new therapies that address unmet needs. Behind our purpose, is the culture driven by our core values of integrity, excellence, and respect for people. Within our organization, we encourage & foster a diverse and inclusive culture and our external industry recognitions are a testimonial of our D&I efforts including Great Place to Work Certification, OPPI Award for D&I and HR Excellence, AVTAR 100 Best Companies for Women. Lilly globally has been recently recognized by ETHISPHERE 6th year in a row as one of world's most ethical companies. Rallying behind our purpose with integrity is one of the biggest differentiators.

**HOW HAVE YOU FOUND THE ELI LILLY PHARMACEUTICALS INDIA PVT LTD IN INDIA?**

I am privileged to be given the opportunity to lead a strong robust organization which has been in India for 28 years. Since its inception in India in 1993, Eli Lilly and Company (India) Pvt. Ltd. has been committed to developing and marketing pharmaceutical products to treat diabetes, gastric cancer, lung cancer, osteoporosis, rheumatoid arthritis, men's health and growth-hormone deficiency. Lilly India affiliate also comprises operations in neighbouring countries of Nepal, Bangladesh and Sri Lanka We continue to invest in our India business and deliver life-saving breakthrough medicines and solutions to address the country's specific health needs. Today we are present in the therapy areas of oncology (with products addressing treatment for lung, gastric and breast cancer), bone health and immunology and via strategic local partners Lupin and Cipla we continue to expand our access for our Diabetes portfolio of Insulins & GLP1 RAs.

**HOW IMPORTANT IS CULTURE TO THE BUSINESS? HOW DO YOU INSTIL THIS IN YOUR EMPLOYEES?**

Our foremost priority is delivering on our purpose of our organization, by promoting a strong culture of integrity, excellence, and respect for people, both internally and externally, with our partners and stakeholders in the industry.

Second, our focus is to grow our organization by attracting talented and engaged individuals who reflect our values in everything they do, who give back to their communities, and act as the best ambassadors to acquire committed new talent and promote Lilly as a top employer in India.

At Lilly, we constantly focus on improving our learning culture and this journey begins with our leaders who are the sponsors of learning, as they need to be supportive of a learning environment. We run continuous interventions addressing career development, cultural differences, and employee well-being to drive a culture that is diverse and inclusive.

What are the plans in terms of expansion and growth?

We will continue to introduce new innovative products from our pipeline in select therapy areas and strive to bring them to India as early as possible. We expect newer indications for our oncology portfolio and have plans to enter the dermatology therapy area this year. Developing strategic partnerships within India and the Indian sub-continent will also play a key role to enabling Lilly's efforts to make innovative medicines available to more people in the region, and Lilly in India will continue to evaluate the best business model to expand patients' access to medicines.

**WHAT ARE SOME OF THE KEY GOALS MR. VINEET GUPTA AND ELI**

**LILLY PHARMACEUTICALS INDIA PVT LTD COMPANY HAVE ACHIEVED SINCE THEY BEGAN THEIR ROLE AS THE MD OR CEO?**

Lilly continues to focus on reaching more patients in India aided by our strong innovation pipeline. Stabilizing existing partnerships and identifying new partnerships to expand access thus remains a critical area of focus. We intend to strengthen our ability to reach people with unmet needs by sharing scientific data with healthcare providers on new medicines/indications in our therapy areas and may also partner with strong local companies on some areas where their capabilities would help us achieve our purpose.

Moreover, as Lilly India we returned to work at our Head Office in Gurgaon in March and we are working on policies that will give our people the flexibility they require to thrive and perform, while also ensuring all measures are being taken to put their safety and wellbeing first.

Finally, we are also preparing for new launches with emphasis on customer centricity. We will venture into newer therapy areas such as dermatology with an innovative product that we expect to launch soon. In addition to this, we will also continue to get label updates for new indications on our oncology products.

**HOW DO ELI LILLY PHARMACEUTICALS INDIA PVT LTD COLLABORATE WITH AND DEVELOP RELATIONSHIPS WITH KEY SUPPLIERS AND WHAT BENEFITS AS A COMPANY DO YOU SEE FROM THIS COLLABORATION?**

Our three long-established core values guide all that we do at Lilly – Integrity, Excellence and Respect for People. We strive to earn and maintain the trust of people we serve by acting ethically and responsibly in all that we do every

day. We set high standards for our products, operations, and performance, and we show caring and respect for those touched by our work. Conducting our business consistent with all applicable laws and honesty in our dealings with customers, employees, shareholders, partners, suppliers, competitors, and the community is crucial for us.

This precisely defines how we develop and collaborate with our key suppliers. We maintain an environment built on mutual respect, openness and individual integrity and includes our concern for all people who touch or are touched by our company including our partners and suppliers. This builds an environment of trust and high-quality standards that eventually benefits our patients.

Doing business with a diverse set of suppliers delivers value to the company and creates a competitive advantage for us.

What strategies does Eli Lilly Pharmaceuticals India Pvt Ltd have in place to improve your supply chain and build long term relationships with key partners?

Lilly believes in building partnerships that strengthen health systems, increase access to medicines and improve care to serve our purpose of making lives better for people.

For our portfolio in India, most products require cold chain management, and we have high-quality standards & investments to ensure the same. With our distributors and suppliers, we have stringent SOPs (Standard Operating Procedures) to ensure high quality of product is maintained across the supply chain.

Secondly for our strategic partnerships in India, we continue to bring in local partners with a deep and reputed supply chain

management and we trust our partners in helping us expand access to our medicines across the country through their deep expertise in distribution.

Looking to the future, what are your plans for the company's growth in the medium to long term?

We hope to maintain our growth pace in the coming year. Moreover, via strategic partnerships, we continue to expand the reach of our our portfolio in India, and this is a strategy we will leverage to expand product accessibility to patients who need them.

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. In India too, we are identified for our diabetes and oncology portfolio. At the same time, we have brands with strong value proposition in bone health – Osteoporosis and Rheumatoid Arthritis. Our investment continues to be focused on driving innovation and bringing best-in-class breakthrough products to the market within our existing therapy areas of diabetes and oncology as well as to introduce our products in newer therapy areas, in the coming years.

We look forward to continuing our journey by launching new indications in 2022-23 with label updates and line extensions for our oncology and immunology products, subject to regulatory approvals.

We will also continue to be committed to developing our employees and fostering an environment where everyone can bring their authentic self to work.



**Mr. Capt Rajeev Goyal - MD**

# EXMAR SHIP MANAGEMENT

## *A constant focus on seeking out ways to enhance*

**A**s Managing Director of EXMAR Shipping, Capt Rajeev Goyal is involved in almost every aspect of the maritime and logistics businesses. “We worked very closely with Port Operators to implement fixed day arrivals in local ports, a concept that is widely practiced in global ports.

Reaching the top of the industry was not an overnight process. A constant focus on seeking out ways to enhance its offering to customers and stay one step ahead of competitors has set Exmar Shipping apart.

It is crucial to be able to respond very quickly to the operating environment, which is very dynamic in respect of business volumes, operational challenges such as port congestions, demand and supply swings as well as trade imbalances,” he says.

Shipping companies today are doing much, much better than before,” he shares. “For the next three to five years, we are looking at growth opportunities. We have established significant domestic operations but, at the same time, we are also looking to expand our regional footprint and charter market.”

The world is changing all the time and, therefore, we have to adjust to changes.

For EXMAR Shipping, technological innovation is vital. But finding the right balance between using technology to help customers with their needs and not using technology for its own sake can be a challenge

Leading a business with operations across many areas requires a diverse skill set. Rajeev Goyal's ability to identify future trends enables EXMAR to be in a strong

position to take advantage of the opportunities that present themselves. “I’m always open to change because I think change is a very necessary process. The world is changing all the time and, therefore, we have to adjust to changes, even as we speak right now,” he says

By embracing an open and collaborative leadership style – Rajeev Goyal works with employees to get their buy-in to his strategic direction, as opposed to giving orders or instructions – the decisions that are reached offer maximum benefit for the company.

As a leader, Capt Rajeev Goyal favours an approach that views employees as the lifeblood of the company and treats them accordingly. “I’d like to think that I’m a caring boss and employer,” he says.

“But at the same time, the company is rapidly growing and embracing change, so I need to ensure I’m putting structures into place in a disciplined way to help make people more effective and efficient at their work. It’s all about being accountable and transparent.

“I’m quite visionary. While I may not be the most involved in the company in day-to-day operations, I look at a lot of things, even in the daily jobs that my team execute, with a completely different perspective to most of them.

“I think one of my tasks as Executive Chair is to cast my gaze wider and longer than the people who work under me. So I set the vision and then make it happen.

Understanding and trust between the management team and myself is absolutely critical.”

A priority for Captain Rajeev Goyal has been the cultivation of a strong

company-wide culture that puts people – especially its seafarers – first, at every turn. “It can be quite an isolating life, which is why it’s so important to provide better mental health support and have proper digital policies, where you allow and facilitate greater communication with the world,” he explains.

“It’s also vital for employees to be caring towards each other and to function well as a team. Teamwork is absolutely everything. We reinforce that in a more hard-line, structured approach by implementing key performance indicators and putting systems into place where interdepartmental collaboration will be more transparent and audited from a governance point of view. This is in combination with a softer program of team-building, with people across departments talking with one another, and constantly sharing information and knowledge.”

“I believe employee empowerment is the most important factor in successful leadership,” he says. “I share my thoughts and vision with my dedicated team, and we work collaboratively to make it happen.”

Rajeev Goyal has carefully formed and maintained mutually beneficial relationships with suppliers both across the region and the entire globe, without whom the business would cease to function.

But as the industry and the company continue to evolve, inevitably those relationships need to advance as well. “The partnerships we have with our key suppliers, including shipyards, banks, and crewing and manning agents are all relationships that are deepening and diversifying,” he says.



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**Mr. Jayanta Basu - MD**

# ITD CEMENTATION

*We have established ourselves as a faithful partner in building a stronger India*

In recent decades, India has matured as one of the world's most vibrant building markets. Huge sums are being poured into a wide range of construction projects – from major infrastructure upgrades, to wholesale city building and sweeping residential real estate programs – to beat the housing backlog. After agriculture, the construction industry is the second largest contributor to India's GDP. It is set to reach US\$180 billion by 2020, while rapid urbanization necessitates the construction of modern transport links to and from major city centers.

Strategically positioned to capitalize on this infrastructure boom is ITD Cementation India (ITD Cem), which was established in 1931 as a branch of The Cementation Company UK, and is now a part of the largest civil engineering construction company in Asia, Italian-Thai Development (ITD), Bangkok. It is one of the very few construction companies qualified for any kind or size of project in India. As the only multinational construction company listed on India's stock exchange since 1981, ITD Cem has been assiduously working towards building stronger infrastructure throughout the country.

The past decade has seen every ITD Cem project completed in absolute accordance with the company's, and His, mantra of 'commitment, reliability and quality.' "We have established ourselves as a faithful partner in building a stronger India,



and the high standards we set for ourselves are the reason we have repeat orders and loyal clients. DP World, Adani and the Port of Singapore are just some of the private clients who have their pick of any developer, but choose to build with us," he explains .

"Our commitment to these values is evident in iconic projects such as the new Kolkata Airport, and metros in cities including Delhi, Kolkata, Jaipur, Mumbai, Bangalore and Nagpur. We have built marine structures for almost every port and terminal along India's shoreline, as well as tunnels for hydro projects, railways, dams, highways and roads."

ITD Cem has adopted the balanced scorecard strategy to manage the interests of all stakeholders, to give feedback and improve various internal functions within the business. "We establish KPIs, making sure our targets align with the expectations of all stakeholders including promoters and investors, clients and owners, employees, the wider community, and the environment," he explains

As in its relationship with clients, ITD Cem's subcontractor management plan strictly adheres to the principles of execution, quality, safety and delivery. "Because they are part and parcel of our system, we also have an



annual vendor and subcontractor meet for their appraisal and assessment. We empower any and all suppliers that have the potential to grow or execute a larger scope.

The biggest challenge facing entrepreneurs and businesses today is developing a loyal and skilled team, particularly in the worker-intensive construction industry. “We have five vertical businesses, and each one is expected to make its own growth plan and train teams both in-house and through external agencies. I work closely with team heads, empowering them to drive growth and act autonomously.”

To foster a culture of improvement and a willingness to learn, Adun quickly adopted an open-door policy to make himself more approachable to staff, and he is always available for consultation and advice.

“To sustainably grow our construction business, we rely on the four M’s – men, material, machines and money.”

He adds that multinational joint venture partnerships have played a valuable role in diversifying the knowledge and skills of his people. “over the years, we’ve grown the company through our ventures with ITD. In our first project, we required

200–300 ITD managers to execute the project. Now, we only need 10 people or less, because our team has gained substantial experience and can run projects themselves,” he explains.

“In terms of materials, which is 40–50% of the project cost, we have strengthened our commercial department by forming two teams; a general procurement team and an engineering procurement team, depending on the scale and complexity of the project. We use technology and state-of-the-art machinery to complement, reduce or even replace manpower to increase productivity and quality.”

Biggest challenges facing India’s construction industry in 2018

1. Lack of skilled workforce
2. Non-availability of land within city limits
3. Increased cost of materials
4. Financing and corporate lending
5. Technology adoption
6. Project complexity
7. Government policy making
8. Environmental sustainability
9. Natural hazard

However, due to a rising number of non-performing loans and assets in India’s infrastructure sector, He says some major banks are tightening the reins in lending to infrastructure companies. “Consideration and approvals now take four to six months, so you need good liquidity and a strong balance sheet to handle initial investments and mobilization in joint venture projects, which are treated as separate to the working capital and borrowing limit of the company,” he says.

Already a low-debt company with a debt-to-equity ratio less than one, ITD Cem has successfully raised INR 500 crores through qualified institutional placement to strengthen its balance sheet. he explains that if there’s one thing he’s learned in his career, it’s not only understanding the job you need to do, but also the nature of people you are working with, which brings success.

“We’re currently implementing enterprise resource planning to further strengthen our standard operating procedures and internal controls. I believe that to be successful in any business in India, you need a loyal team and a strong system in place to help you from start to close.”



STYLE

## GEARHEAD GEAR

A fast bike can be a blast. There's a real joy to letting loose on a motorcycle, heading out to nowhere in particular, where the journey itself is your source of happiness. But as all you experienced gearheads out there can attest, motorbikes also leave you a lot more vulnerable to the elements and other drivers than a car.

There's no such thing as a completely safe motorcycle, it's just the nature of the beast. But that doesn't mean you can't up your safety game. A helmet and the right jacket can significantly increase your safety on the road.

That being said, there are a mountain of motorcycle riding jackets on the market today. Which are the safest? Which riding jackets will keep out wet or windy weather? Which are going to look the best riding up top of your

vintage Indian or modern-day electric bike?

Let's go for a ride with the best men's motorcycle jackets—the best looks, the safest features, and what you should be looking for when you're on the prowl for new threads.

### THE 15 BEST MOTORCYCLE JACKETS FOR MEN

<i>Brand</i>	<i>Best for</i>
The Jacket Maker Ionic	Best overall
Joe Rocket	Best high-end
Alpha Cycle Gear Hi Vis	Best value
Alpha Cycle Gear All Season	Best armored
ScorpionExo	Best leather
Speed and Strength	Best textile
Viking Cycle	Best mesh

Milwaukee	Best for hot weather
Klim	Best adventure
The Jacket Maker Alex Brown	Best café
Xelement	Best cruiser
Borleni	Best riding
HWK Dualsport Enduro	Best waterproof
HWK Adventure /Touring	Best budget
Philipp Plein	Most expensive

### THE JACKET MAKER IONIC: BEST OVERALL MEN'S MOTORBIKE JACKET

The Jacket Maker's Ionic Leather Jacket is a masterclass in sleek and efficient design. The Ionic doesn't waste a stitch with its tight lines and detailing. And aside from



looking cool, it also looks fast, just like a motorcycle jacket should. And here's the cool thing about The Jacket Maker—for a paltry extra \$30 they'll hand-make your coat to measure. If you want to learn more about The Jacket Maker's awesome bespoke services, check out our deep dive review of their gear.

Best for: Representing speed with a bespoke fit.

Colors: Black, Red, Brown + More

**JOE ROCKET CLASSIC '92: BEST HIGH-END MOTORCYCLE JACKET FOR MEN**

Let's get retro. Joe Rocket's Classic '92 is exactly that, a leather jacket with a muscular motorcycle retro look. Pockets allow for the addition of optional armor to help secure your back, elbows, and shoulders. How you intend to wear the jacket will make a difference in your sizing—if you're looking to wear it in cool weather with a sweater or hoodie underneath you'll find it snug, so maybe go up a size when you order.

Best for: Revvin' up with a primo retro look.

Colors: Brown, Black

**ALPHA CYCLE GEAR HI VIS MESH: BEST VALUE MOTORCYCLE JACKET FOR MEN**

New to motorcycles? Alpha Cycle manages to give you a whole lot of biker jacket for a very reasonable price. Featuring high visibility

designs (especially with the Hi Viz Green color option), and standard



removable armor in the back, elbows, and shoulders, Alpha Cycle Gear's Hi Vis Mesh will help keep you safe as you get your bearings.

In addition, the mesh design will keep you cool in warm weather, and you can just pull on a sweater or hoodie underneath when the temperature dips, making this an all-season jacket.

Best for: Getting onto your bike with a complete package on your back.

Colors: Black, Hi Viz Green, Red + More

**ALPHA CYCLE GEAR ALL SEASON: BEST MEN'S ARMORED MOTORBIKE JACKET**



The best armored motorcycle jacket in the game is Alpha Cycle Gear's Armored All Season Jacket. Protective high-visibility artwork makes you stand out at night and in a fog. And if things go the wrong way, you're padded with shoulder, spine, and elbow armor. The jacket

also comes with a removable thermic lining, meaning you're all set warmth-wise for every season.

Best for: Arriving safe, and in style.

Colors: Black With Orange, Black With Red

**SCORPIONEXO 1909: BEST LEATHER MOTORCYCLE JACKET FOR MEN**



The search for a humdinger of a leather jacket is nothing new. For over a hundred years now, bike enthusiasts have understood that a good motorcycle jacket could add protection from the road and the elements. ScorpionExo's 1909 Vintage Jacket harkens back to the styles of yesteryear, when Great-Grandpa was zooming around, looking for ways to doll up like the heppiest of hep cats.

Aside from its classic turn-of-the-previous-century good looks, the 1909 also features removable Sas-Tec armor in the shoulders and elbows with a pocket for more in the back, and an EverHeat thermal liner that can be zipped in for chiller days on the road.

Best for: Connecting with the cool cats from the previous chopper generations.

Color: Brown

**SPEED AND STRENGTH: BEST TEXTILE MOTORBIKE JACKET FOR MEN**

best motorcycle jackets review speed and strength - Luxe Digital

Off the chain but certainly not off the mark, Speed and Strength's Off The Chain textile jacket does a bang-up job of keeping you dry. The



water-resistant body of the jacket features Speed and Strength's trademarked SpeedZip ventilation, which makes it easy to maintain temperature-control on the fly. Couple that with a solid-looking design, and this jacket is sure to make it off the hangar and onto your back for the riding season

Best for: Teaching the weather to respect the rider.

Colors: Stealth, Vintage Black

**VIKING CYCLE IRONSIDE: BEST MEN'S MESH MOTORCYCLE JACKET**



Hammer down in comfort during the hot summer days with Viking Cycle's Ironside mesh motorcycle jacket. One of the best combinations of breathability and protection on the market, the CE approved armor covers you up while the mesh and the zipper-accessible vents on the chest let you adjust your temperature while on the move. The adjustable collar and wrists also give you control of how much cooling wind will come whistling in, providing welcome relief on the hottest high-season days.

Best for: Taking control of your temperature.

Colors: Black, Hi-viz, Silver + More

**MILWAUKEE: BEST MEN'S MOTORCYCLE JACKET FOR HOT WEATHER**



If you're looking for the straight-up best summer motorcycle jacket then we have to point you in the direction of Milwaukee Leather's armored denim shirt. A sneaky entry in this motorcycle jacket list, this bad boy actually comes across more as a ruggedly stylish long-sleeve button up. 100% cotton, its construction is more lightweight and breathable than its leather-based counterparts. But that cotton is backed up with Kevlar shoulder and elbow guards, and Aramid fiber to strengthen the whole match.

Best for: Staying cool and tough at the same time.

Color: Grey

**KLIM: BEST MEN'S MOTORBIKE JACKET FOR ADVENTURE**



Thinking of taking it off-road? Backwoods trails can take a toll on conventional motorcycle jackets, but they've met their match in the

Klim Adventure Rally Jacket. The triple-layer Gortex shell laughs at water, and the internal mesh wicks away moisture leaving you feeling dry. The jacket is packed with pockets, and has a 3-liter hydrapak reservoir, meaning you'll be able to carry everything essential for a day of off-roading right on your back.

Best for: Adventure riding without interruption.

Color: Gray

**THE JACKET MAKER ALEX: BEST CAFÉ MOTORCYCLE JACKET FOR MEN**



The Jacket Maker's Alex leather jacket is one of the most handsome examples of this throwback design aesthetic. It's a very sleek and simple cut, but it's so easy on the eyes that it would also work just fine as your outerwear as you head into an upper class eatery or a dimly-lit bar with a laid-back feel.

Best for: Bringing old-school sex appeal back to the biker scene.

Colors: Brown, Burgundy, Black + More

**XELEMANT BANDIT: BEST CRUISER MOTORBIKE JACKET FOR MEN**

If Marlon Brando in 1954's The Wild One is your inspiration, then you're



going to want to check out cruiser-style motorcycle jackets. We wouldn't recommend thrifting for a genuine 1950s or 60s jacket though, as they weren't built with today's safety requirements.

Instead, we're going to point you at Xelement's Bandit. It's an updated take on that all-time great bad-boy biker look, but includes all of the safety elements you'd expect from a current-day coat.

Best for: Adventure riding without interruption.

Color: Gray

### **BORLENI: BEST RIDING MOTORCYCLE JACKET FOR MEN**



Sleek and modern, Borleni's windproof four-season riding jacket would look right at home on a fast bike. Lucky for us, its interior is built for the common man, which means you're getting a waterproof, wind-breaking jacket that will keep you warm and dry on the days when Mother Nature is kicking up a fuss. The interior also features a removable cotton liner, so you'll be ready to roll when cold days take over the calendar.

Best for: When the wind pushes, you push back.

Colors: Red, Gray, Black

### **HWK DUALSPORT ENDURO: BEST MEN'S WATERPROOF MOTORCYCLE JACKET**

If you live in an area of the world with rainy seasons, you know that it's just no fun going out for a ride and ending up a soggy mess in the



first ten minutes. That uncomfortable sensation can even be dangerous since it distracts you from the road and the other drivers around you.

HWK's Dualsport Enduro is our go-to biker jacket for wet environs. As you might expect, it's waterproof, and its waist connectors let you hook up a set of waterproof pants into one dry unit, leaving you able to appreciate your ride.

Best for: Bad weather? What bad weather?

Colors: Black, Black With Red, Black With Blue + More

### **HWK ADVENTURE/TOURING: BEST BUDGET MOTORCYCLE JACKET FOR MEN**



best motorcycle jackets review hwk adventure touring - Luxe Digital

Sometimes you just want to get out on the road without having to wear out your wallet first. The best biker jacket we could find at an easy price is HWK's Adventure/Touring jacket. We're not exactly sure how HWK is managing to pack this much jacket into such a reasonable price, but they've certainly delivered. This jacket has all the bells and

whistles—back, elbow, and shoulder armor, breathable waterproofing, and it comes with a 5-year warranty. Plus it's an all-seasoner, meaning you save even more money by not having to swap it out when summer's heat or winter's chill comes rolling around.

Best for: Tearing up the road, not your wallet.

Colors: Hi-vis Green, Light Grey, Black

### **PHILIPP PLEIN CLASSIC: MEN'S MOST EXPENSIVE MOTORCYCLE JACKET**



Going all-in on the classic black cruiser look, Philipp Plein's classic motorcycle jacket is an ode to "The Wild One" and then some. This one is all about the fashion, as it doesn't come with armor or any of the other safety standards you'd usually go for in biker gear. What it does come with is a 100% sheepskin exterior matched with a 100% Viscose (a silky semi-synthetic fiber made from wood pulp). If you want to bring that classic biker look with you into your modern upscale world, pair this guy with a good-looking watch and stylish boots and get ready to feel waves of envy coming your way.

Best for: Carving your own path with a blast from the past.

Color: Black



## MYTHICAL STRENGTH AND LEGENDARY TOP SPEEDS

It's an endurance sport. It's a spectator thrill. The fastest cars of 2022 offer something for everyone. The fact that they're only getting faster excites each of us, as we watch fast-beyond-words cars vie for that most longed-after title: the fastest car in the world.

This year's cars are lighter, sleeker, and more powerful than any that have come before. Now boasting top speeds far beyond the previous 'golden threshold' of 300mph (480kph), the newest hypercars and supercars are works of art in motion. This year, we've grown our definitive ranking to introduce you to the 11 fastest cars of 2022 – cars from historic auto houses that you should keep your eye on.

Some of these may look familiar, as they've held titles ranging from the most expensive car to the fastest before. Other names are brand-new – but certainly worth remembering.

The Devel Sixteen will once again capture your attention. The supercar is winning the coveted #1 spot on our ranking as the fastest car of 2022. The car remains in development, however, with a claimed top speed of 347 mph.

For the first time in 2022, we see the arrival of a fully-electric car on our ranking. The Rimac Nevera is a sign of the changing times. We have a dedicated ranking of the best luxury electric cars of the year if you want to see other options in that category.

### THE 11 FASTEST CARS IN THE WORLD IN 2022

Car	Top speed
11) Rimac Nevera C Two	258 mph (415 kph)
10) Bugatti Veyron 16.4 Super Sport	267.85 mph (431.07 kph)

9)	Hennessey Venom GT 270.49 mph (435.31 kph)
8)	Koenigsegg Agera RS 277.87 mph (447.19 kph)
7)	C zinger 21c 281 mph (432 kph)
6)	Bugatti Chiron Super Sport 300+304.77 mph (490.48 kph)
5)	Bugatti Bolide 310+ mph (484+ kph)
4)	Hennessey Venom F5 310.7+ mph (500+ kph)
3)	Koenigsegg Jesko Absolut 330 mph (531 kph)
2)	SSC Tuatara 331mph (530kph)
1)	Devel Sixteen 347mph (or 550+kph)*

**11. RIMAC NEVERA C TWO**

“Electric” and “hypercar” aren’t usually words heard in the same sentence, except in the form of Rimac Nevera C Two. Powered by a 120kWh battery pack, the Nevera uses four electric motors in a way never seen before to reach top speeds other electric cars could only dream of.

But that shouldn’t come as too much of a surprise, as everything about the Nevera was designed to push boundaries. “A Nevera is extremely powerful and charged by lightning,” says the company, which seems fitting with its 0-62 mph speed of 1.85 seconds.

And, to ensure you can safely hit those ridiculous speeds, the car comes with 13 cameras to help optimize and enhance each driver’s on-track performance in real-time.

Top speed: 258 mph / 415 kph

0-60 mph: 1.85 seconds

Price: \$2.4 million

Website: [www.rimac-automobili.com](http://www.rimac-automobili.com)

**10. BUGATTI VEYRON 16.4 SUPER SPORT**

The Bugatti Veyron 16.4 Super Sport is one of the oldest supercars around, but it’s still one more than worthy of those record-breaking

top speeds. A car that set the benchmark even higher both for Bugatti as well as other contenders in the hypercar world, the Veyron 16.4 Super Sport was one of the greatest technological challenges ever known in the automotive industry.

The 16.4 Super Sport was the final design from the Veyron batch, a car that excelled itself in every way, shape, and form possible, before finally putting the Veyron name to bed. Elegant, stylish and truly one of a kind: the Bugatti Veyron 16.4 Super Sport promises to retain its name in history for the foreseeable future.

**9. HENNESSEY VENOM GT**

On Valentine’s Day in 2014, John Hennessey of Hennessey Performance declared an end (for a time, anyway) to his feud with Bugatti. After years of sparring, the American car manufacturer saw his Venom GT seize the World Record for Fastest Car on NASA’s Kennedy Space Center’s runway.

The car took two full years to engineer and develop. 29 were made; the manufacturer has only let them go for approximately 1.2 million apiece.

The supercar itself is gorgeous, with sinuous curves and a sleek body. Featuring an ultra-light carbon-fibre chassis, the Venom GT almost reads feline, as if it’s a black panther poised to leap forward at any second.

And leap, it does: The Venom GT reached a top speed of a then-unprecedented 270mph or 434 kph. While performing its World Record

tests, it achieved an acceleration of 0-100kph or 0-60 mph in 3.05 seconds.

Top speed: 270 mph / 434 kph

0-60 mph: 3.05 seconds

Price: \$1.2 million

Website:

[w.hennesseyspecialvehicles.com](http://w.hennesseyspecialvehicles.com)

**8. KOENIGSEGG AGERA RS**

The Koenigsegg Agera RS was designed to be seen and to be heard, a supercar that took the challenge of beating world records into its hands with a sleek design to match. A boundary-pushing beast of a vehicle that manages to successfully tick all the boxes, it’s a strong contender for one of the world’s most impressive cars.

The Agera RS was handcrafted only 25 times, 10 of which were pre-sold before the first showing. The company reported that this was its fastest-selling model and it remains one of the rarest out there.

Its most alluring feature? The 5.0-liter twin-turbo V8, which generates 1176 horsepower and 940 lb-ft of torque in standard form. And it’s made almost entirely in-house, something relatively unheard of in the industry.

Top speed: 277.8 mph / 427.2 kph

0-60 mph: 2.8 seconds

Price: \$2.5 million

Website: [www.koenigsegg.com](http://www.koenigsegg.com)

**7. C ZINGER 21C**

Unlike some supercars which stick to traditional methods and designs, the C zinger 21c was built for the 21st century. A car propelling itself



far into the future in every way possible, its lap-record-shattering performance is just one of the many things it boasts of.

Carbon fiber construction, a bespoke hybrid powertrain, extreme downforce and more ensure this car knows its stuff both inside and out. This is a car powered on both electricity and gas, supplementing its forces with an 800-volt electrical system, similar to those spotted on recent Formula 1 cars.

Sure, it won't quite hit those maximum speeds on electricity alone, but it's powerful enough to travel a moderate distance without using gas.

Top speed: 281 mph / 432 kph

0-60 mph: 1.8 seconds

Price: \$1.7 million

Website: [www.czinger.com](http://www.czinger.com)

#### **6. BUGATTI CHIRON SUPER SPORT 300+**



Bugatti has been a storied name in luxury hypercars for years, naturally. The intensely upgraded quad-turbocharged W16 that powers the Chiron upgraded the speed of this iconic speed added some brawn to the beauty – with the result that, now, Bugatti has not one, not two, but three places in our ranking of the fastest cars of 2022.

While it may no longer be the absolute fastest car out there (we'll get to that envied title in a minute), Bugatti's Chiron Super Sport 300+ has a claim to fame that will be chronicled in history books and awed conversations for years to come: It was the very first car to cross the then-unheard-of barrier of 300 mph (or 483 kph).

It still represents a flawless balance between form and function, aerodynamics, and aesthetics. With an acceleration from 0-100 kilometers per hour (0-60 mph) in 2.4 seconds, this Bugatti certainly has speed and style, all at the same time.

Top speed: 300 mph / 483 kph

0-60 mph: 2.4 seconds

Price: \$3.89 million

Website: [www.bugatti.com](http://www.bugatti.com)

#### **5. BUGATTI BOLIDE**



After the success of the Chiron Super Sport, Bugatti went back to the drawing board. The innovative, historic auto house needed to one-up itself; but how can one do that when the Super Sport 300+ was already, seemingly, perfection on wheels?

The answer? Simple.

Enter: an 8.0L W-16 motor. 1825 horsepower. A stunning 1364 lb-ft of torque.

Clearly, this car is going places.

Bugatti's Bolide is a lightweight hypercar that showcases the true extent of Bugatti's range in terms of beauty, power, and innovation. Using the same bespoke engine from the storied Chiron line, but

with more turbos to amplify the effect, the Bolide will truly show the world what the W-16 motor is capable of.

It's also light, futuristic (powder blue paint sits sparingly on its exposed carbon-fiber frame), and tiny: The Bolide only stands 39.2 inches off the ground. Its claimed top speed is 310mph or 498 kph; it can do 0-60mph (0-100kph) in 2.17 seconds.

Top speed: 310 mph / 498 kph

0-60 mph: 2.17 seconds

Price: \$4.7 million

Website: [www.bugatti.com](http://www.bugatti.com)

#### **4. HENNESSEY VENOM F5**



Next in the lineup of Hennessey's record-breaking vehicles is another in John Hennessey's Venom line: the F5. The name is a reference to the very fastest type of tornado – a natural force that the Hennessey emulates with its immense power and incredible speeds.

Under the hood of the Venom F5 is an American-made twin-turbocharged engine; the result? Nearly 2,000 horsepower. This gives the Venom F5 precisely what it needs to reach a top speed of 484 kilometers per hour (301 mph). Its acceleration is equally impressive, as it can accelerate from 0-100kph or 0-60mph in less than two seconds.

Built to help Hennessey smash a world record it had previously broken with the GT, the F5 was amped up in style, exclusivity, price, and speed. Only 24 were made. The sticker price was 1.6 million dollars. The bright yellow carbon-fiber

shell? Instantly iconic.

Top speed: 301 mph / 484 kph

0-60 mph: < 2 seconds

Price: \$1.6 million

Website:

www.hennesseyspecialvehicles.com

### **3. KOENIGSEGG JESKO ABSOLUT**



Thus far, it may seem that the race to determine the fastest car of 2022 has been mostly between two auto manufacturers: Bugatti and Hennessey. That makes sense.

They're both impeccably pedigreed houses, producing incredible cars just packed with raw power.

But! That doesn't mean they've got this race.

Introducing: the Koenigsegg Jesko Absolut – a hypercar that ups the ante by an astonishing almost thirty miles per hour. For a long time, if anyone wondered what the fastest car in the world was – it was definitely this car.

Swedish auto manufacturer Koenigsegg introduced this vehicle to set a new world record. As such, they updated the engine from their other popular supercar, the Agera RS; they invested in more precise handling, and they made this car lighter and more aerodynamic for optimal performance.

However, this car isn't just about speed. There's pleasure built-in as well, with the type of climate control, infotainment, and head/leg room that usually gets glossed over when it comes to the fastest cars in the world.

The Jesko Absolut reaches a top speed of 330mph (or 531kph); the

manufacturer has not released acceleration information – but with that type of top speed, it's sure to be impressive.

Top speed: 330 mph / 531 kph

0-60 mph: 2.6 seconds

Price: \$3.4 million

Website: www.koenigsegg.com

### **2. SSC TUATARA**



What's faster than 330mph, you might wonder?

Simple answer. 331mph.

North America-based SSC has built a beautiful supercar that's simply packed with the latest and greatest in automotive innovations. In October 2020, in Nevada, on a seven-mile stretch of road, Shelby SuperCars confirmed that their fastest supercar had reached an eye-watering speed of 331mph – or over 530kph.

Unfortunately for those who see themselves zipping around their favorite cities at this breakneck pace, this car isn't quite road-legal: It uses a camera system, instead of mirrors, to help with steering.

With 1750 horsepower, a custom, all-alloy, flat-plane-crank 5.9-liter twin-turbo V-8 motor, and a \$1.9M price tag, the SSC Tuatara perhaps didn't need a speed record, as well, to be completely distinctive. Of course, it certainly doesn't hurt.

The SSC Tuatara boasts an acceleration of 0-100 kilometers per hour (0-60mph) in 2.5 seconds

Top speed: 331 mph / 530 kph

0-60 mph: 2.5 seconds

Price: \$1.9 million

Website:

www.sscnorthamerica.com

### **1. DEVEL SIXTEEN**



We've come to it: The fastest car of 2022, an almost unheard-of amount of power and speed from the Devel Sixteen – a car that seeks to smash all of the current records it faces.

With a claimed top speed of 347mph (or 550+kph), the Devel Sixteen stares down the next speed standard: 350 miles per hour.

First debuted years ago, the Devel Sixteen boast stats that have had the automotive world whispering, mystified, as we wait for production: It has an incredible 5,007 horsepower, an 81mm Quad Turbo 12.3L V16 engine, and a general 'inquire for price', intriguing aura constantly surrounding it. This car is certainly one to keep an eye out for again in 2022, as what we do know about it signals that it'll be the car to beat if its stats are confirmed.

Devel is also working on a large utility vehicle at the moment. Take a look at our round-up of the best luxury SUVs of the year if you need something right now though.

*\*The Devel Sixteen remains in development at the time of publishing this ranking. The brand's claimed top speed hasn't been confirmed yet. We will update this article as soon as more information is available.*

Top speed: 347 mph / 550 kph

0-60 mph: 1.8 seconds

Price: \$1.6 million

Website: www.develmotors.com



**Mr Amit Gossain - MD**

# KONE INDIA

## *I thought I might as well give it a try & expand into the elevator business*

**W**ITH MORE THAN 4,800 EMPLOYEES, REGIONAL OFFICES IN FOUR MAJOR CITIES, PLUS MORE THAN 50 BRANCHES ACROSS INDIA AND NEPAL, THE COMPANY IS PROVIDING VERTICAL AND HORIZONTAL SOLUTIONS TO ONE OF THE FASTEST-GROWING NATIONS IN THE WORLD.

Amit Gossain joined KONE because it was a different industry from his previous work, yet had a similar customer base.

“Initially, there was a bit of reluctance to change from the industry I had been a part of for more than two decades, but there was excitement as well. The excitement was because KONE was a solid, well-known company with a nice European–Finnish touch. I thought I might as well give it a try and expand into the elevator business. Now it's been three and a half years and I am thoroughly enjoying the environment and related challenges.”

“I thought I might as well give it a try and expand into the elevator business.”

Amit previously worked with Larsen & Toubro in India, a technology, engineering, construction, manufacturing and financial services conglomerate, before moving to Australia.

He then worked for Case New Holland, which at the time was one of the largest tractor and construction equipment



manufacturers in the world.

“I was head of commercial sales, marketing and strategy for the Asia–Pacific region, which included Australia, New Zealand and South-East Asia,” he explains.

“I was keen to return to India. JCB had just bought the joint venture from Escorts and was setting up and expanding into a world-class business in India. I initially joined them as Head of Marketing and then looked after the commercial business for JCB in India and South Asia. This is how I ended up in New Delhi, India, and was glad to witness the India growth story. JCB grew exponentially in these 10 years by introducing world-class products and services for Indian requirements. I was then offered this position with KONE and decided to take it.”

KONE came from humble beginnings as a machine repair

shop in 1910 in Helsinki, Finland. Now more than one billion people use KONE elevators and escalators every day.

In India, the company continues to expand its reach. “We have a high market share in Mumbai and other cities in India,” Amit says.

“Apart from the many parts of India we operate in, we've also expanded into Sri Lanka and Bhutan, as well as adding a greater focus onto our existing sales network in Nepal and Bangladesh. We're on a growth path.”

World-class facilities

KONE India's state-of-the-art operations include an elevator manufacturing facility in Chennai, while a distribution centre delivers materials across India and exports to neighbouring Nepal, Bangladesh, Sri Lanka and Bhutan.

The production unit also meets

customers' needs and requirements by making parts for projects within markets such as Australia, Singapore and other countries with a KONE presence.

Also in Chennai is the company's India Technology & Engineering Centre, a research and development facility that provides engineering and technology services to KONE India and other units around the globe.

With its high-tech laboratories and facilities, many of the company's innovations and end-user solutions start here.

The centre is one of eight R&D facilities that KONE operates globally and, by working closely with customers, suppliers, strategic partners and research institutes, it aims to provide optimum people-flow solutions.

Those solutions can be experienced and understood better, in person, at one of KONE India's five customer experience centres, which offer real-time touch-and-feel opportunities.

Elevator components such as accessories, handrails signalization and car wall panels are on display, while 3D augmented-reality technology helps make the experience more realistic.

It's facilities like this that help the company attract loyal customers and achieve high levels of satisfaction, which it prides itself upon.

Staff are equally well considered at KONE India. The company boasts well-equipped training centers in three cities where employees are able to upgrade their skills, thanks to intensive programs that allow them to meet the demands of the customer and market.

### **SAFETY FIRST**

KONE India strongly focuses on safety to benefit both the staff and



the customer. "India isn't known for using the safest procedures," Amit admits.

"But, as a company, it is crucial to us. Our safety norms may be more expensive than that of others but our customers like our approach. They might say that it is slightly slower but it is safe for them. In the construction world, this is imperative."

"We have certain technologies such as scaffold-less installation techniques, to erect or execute an elevator. Other companies using scaffolds may be cheaper; however, once a firm starts using safer technology, the customer wants it, and others start following. Our industry in India has evolved to become Westernised in terms of safety. It has changed the way we make and install elevators."

Another change Amit has seen is an increase in demand for world-class systems. For example, many customers are asking for phone-connected elevators, security simulators and high-tech systems.

"Often, in a regular elevator, people will need to wait in a queue," he explains. "It's now becoming more common for one elevator in a building to go from zero to the sixth floor, for example, while another goes from the sixth floor to the 12th."

"Often, users can scan a card or press a button, and it tells you which elevator to take, which one is faster. We've introduced these technologies and other companies are following. If we don't update the technology, someone else will. We believe in leading the change."

### **FORWARD THINKING**

When it comes to planning for the future, KONE is dependent on the Indian real estate industry, which faced challenges when it was hit by the demonetisation of the INR500 and INR1,000 bills in November 2016.

As the country's second-largest employer, the real estate industry's success largely relies on government policy. However, India is a fast-growing economy.

"The coming years look optimistic," Amit says. "A revival has started. This year, I can say, is the year of revival and growth."

"This year, I can say, is the year of revival."

The company has also appointed an Operational Excellence team and Director; a role that isn't common in the industry in India. "He and his team have set up world-class processes," Amit says.

"For example, they bring international processes into India.



“If our suppliers and customers do well, so do we,” he adds. “It’s as simple as that. In our industry, more than 70% of customers are repeat buyers. Unless you’ve done something wrong, they won’t want to go to another elevator and escalator supplier, even though they might be a little cheaper. When we work to ensure our customer is successful, they’ll come back to us.”

Innovation for the future is a top quality of ours. We execute projects and often finish before the due date. We have a system that allows a faster execution with better quality.”

#### **IN THE COMMUNITY**

KONE India values corporate social responsibility, and aims to help better the community and growth of its people.

One notable way is through its involvement with the Single Teacher Schools initiative, a movement to create supplementary schools that are run after-hours by a community figure, in order to decrease dropout rates and help educate the underprivileged, as well as create a sustainable environment with continuous learning.

“It’s a worthy cause for a country where only 53% of communities have a primary school, and only 20% have a secondary school.”

“We have also teamed up with Chitkara University in North India to provide a vertical transportation course to train young people who can easily get employment in the growing vertical transportation industry.”

#### **SUCCESS IN PARTNERSHIP**

The company also engages in close relationships with its suppliers.

“Like many other companies, we have supplier conferences where we are able to provide clear direction,” says Amit.

“We have a large supply management team, too, that checks suppliers’ processes in their factories, and that their systems are sometimes audited as well. There’s a whole process there; we become part and partner of our suppliers.”

Amit firmly believes in working closely – quite literally – with KONE’s suppliers. “The key to a successful supplier relationship is that they work with us in our offices, and we work with them in theirs,” he explains.

“It’s a system that works as a streamlined process. This is not an Indian thing; it’s a global thing. KONE does this in Finland and China as well.”

Likewise, when choosing suppliers, Amit says a win-win situation is the best approach. “It’s a partnership,” he says. “To be successful, we first need to ensure our customer is successful. Second, we guarantee our supplier is successful and we explain to them that they need to ensure we are successful, too. It’s a two-way street.”

“If our suppliers and customers do well, so do we.”





## EXPERIENCE THE PUREST SOUND QUALITY WITH THESE HEADPHONES

**T**he smooth line of the bass. The swift, electric crackle of applause. Seamless, noise-silencing quiet. When you're using over-ear headphones, you want your audio experience to be completely enveloping.

You want the best over-ear headphones to follow you through your life — and to truly amplify it.

Studio-quality headphones can bring you that level of sound quality. The latest and greatest in headphone technology can reduce external noise, give you jaw-dropping audio quality, provide playback for hours on end—and look good doing it.

We've combed the marketplace and tested the market leaders to find you the best headphones that can bring you crystal-clear sound quality.

In our ranking of the best over-the-ear headphones, we recommended a specific product for working out, for gaming, for phone calls, and more. We also searched for the best cheap true wireless headphones (these days they are edging ever upward in quality), making fantastic sound truly a luxury for everyone.

### THE 11 BEST OVER-EAR HEADPHONES

Model	Best for
Master & Dynamic MW65	<i>Overall best</i>
Bowers & Wilkins PX7	<i>Best high-end</i>
Bose Noise Cancelling 700	<i>Best value</i>
Bang & Olufsen Beoplay H9i	<i>Best for commuting</i>
Beats Studio3	<i>Best for workouts</i>

Jabra Evolve 65  
*Best for phone calls*

Treblab Z2  
*Best budget*

Audio-Technica ATH-M50xBT  
*Best for professionals*

Turtle Beach Ear Force Recon 50  
*Best for gaming*

Sony WH1000XM3  
*Best to run in*

Luzli Roller MK02  
*Best luxury*

Check our special over-ear headphones buyers' guide after the list to see exactly what you should pay attention to before purchasing your headphones. You can also read our methodology to see how we select, test, and rank the best over-ear headphones on the market.

If you're interested in earphones instead, check our ranking of the

best true wireless earbuds on the market.

**MASTER & DYNAMIC MW65:  
OVERALL BEST HEADPHONES**



If you're looking for the perfect blend of premium, luxury materials and the very latest in audio technology, Master & Dynamic's recent foray into over-ear headphones is sure to delight. The MW65 is built from anodized aluminum and fine-grain leather so it feels light and natural.

Whether you're looking for superior sound quality or active noise canceling, the MW65 will fit into your life as a seamless, luxe-feeling accessory. It charges quickly—12 hours' battery in 15 minutes—so you can be ready for life on the go. The embedded microphones filter out exterior noise so you can enjoy crystal-clear phone calls.

With custom-made 40 mm beryllium adapters, the MW65 is known for rich, beautiful sounds. You can enjoy the depths of the most sonorous bass tracks as well as the most delicate treble riffs in exquisite detail!

The MW65 pairs well with Google Assistant to help you manage your fast-paced life. It comes with a styled canvas carrying case, audio and charging cables, and a flight adapter.

With its gorgeous old-world detailing and of-the-moment design specs, the MW65 is a tour de force in the world of audio equipment! We're pleased to recommend the Master & Dynamic MW65 as the best overall pair of over-ear headphones.

Dimensions: 16.5 x 19 x 6.6 cm (6.3 x 7.5 x 2.3 in)

Weight: 245 g (8.6 oz)

Battery Life: 24 Hours

Bluetooth Range: 25+ m (65+ ft)

Digital Assistant Support: Google Assistant

Water Resistant: No

**BOWERS & WILKINS PX7: BEST  
HIGH-END HEADPHONES**

For a comfortable, ear-cradling option, turn to the largest over-ear



headphones from Bowers & Wilkins. Their PX7 headphones are built with 43.6mm drivers, the largest in their headphone collection, for studio-quality performances. If you're used to getting headaches and earaches from other brands, check these out. Your ears will thank you!

The PX7 headphones also come with an adaptive noise cancellation feature that automatically adjusts on the fly to deliver the optimal sound, wherever you might be. The dual-cavity memory foam in the earpieces can block out surrounding sound entirely. This will leave you with the peace – or the music – that you need, and nothing more.

And when you do need to hear the world around you, just lift one of the ear cup and the headphones will automatically pause your music. Put it back and the song resumes where you left off. Magic!

The woven carbon fibre composite arms of the PX7 are inspired by the world's fastest cars to offer strength and agility while being also lightweight and durable. The overall

package folds up in a dedicated pouch when you're travelling.

Speaking of traveling, the Bowers & Wilkins PX7 offers 30 hours of battery life. And you can quick charge them in 15 minutes for a fresh 6 hours of additional listening pleasure.

With their excellent ear cup drivers, automatic noise-cancellation capabilities, and the comfort of the overall package, the Bowers & Wilkins PX7 are the best high-end headphones in our ranking.

Dimensions: 8 x 17.5 x 22 cm (3.15 x 6.89 x 8.66 in)

Weight: 303,3399 g (10.7 oz)

Battery Life: 30 Hours

Bluetooth Range: 25+ m (65+ ft)

Digital Assistant Support: N/A

Water Resistant: No

**BOSE NOISE CANCELLING 700: BEST  
VALUE HEADPHONES**



With their noise-canceling capabilities, the Bose Headphones 700 can make any place your office or studio. Their integrated microphones are built to pick up your voice, and your voice only. At both low and high volumes, the fine-tuned audio sounds precisely the way you'd like.

The Bose Headphones 700 pair with other elements of the Bose product line to allow for independent volume control and easy, individualized, listening experiences. In addition, with the Headphones 700, Bose has delved

into their most famous asset. The Bose Headphones 700 feature 11 distinct levels of noise cancellation to help you customise your listening experience precisely.

Signature active EQ, an impressive bass response, clear and detailed treble sound quality: the audio experience of this headpiece is both top-tier and powerful. The stainless-steel headband features a foam underside to cushion your head for long hours of wear. The earcups are ergonomically angled, and they're lined with synthetic protein leather.

These headphones are touch-sensitive, making it easy to control tracks and enter conversation mode at a mere tap. With their multiple features at a relatively lower price, the Bose Noise Cancelling 700 are our pick for the best value headphones.

Dimensions: 5.1 x 15.2 x 20.3 cm (2 x 6.5 x 8 in)

Weight: 249 g (8.8 oz)

Battery Life: 20 Hours

Bluetooth Range: 10 m (33 ft)

Digital Assistant Support: Amazon Alexa, Google Assistant

Water Resistant: No

**BANG & OLUFSEN BEOPLAY H9I:**  
**BEST HEADPHONES FOR**  
**COMMUTING**



Between its modern, modular design and high-quality sound delivery, the Bang & Olufsen Beoplay H9i set offers great sound for your everyday life. Comfortable over-ear headphones offer active noise canceling so you can hear your music or calls perfectly—no matter where you are.

The aluminium interface is soft to the touch; the leather headband smoothes over your hair easily. With ear cushions made from lambskin, you'll get the sense that your headphones are snuggling up to your ears! The over-ear style means that nothing will feel cramped or crushed. Their high-style look means you'll want to wear them all day, too.

With the Beoplay H9i, you'll find you're equipped for work as well as play. This headset comes with two integrated microphones that are poised to catch your every word. At the same time, the active noise cancellation works at both high and low frequencies. If you require silence, you'll find it here.

Perhaps most intriguingly, the subtly shiny aluminum caps of the earpieces feature intuitive controls that work like magic. Simply swiping and gliding over these pieces allows you to guide your listening experience with ease. Because of its beautiful features, we consider the Bang & Olufsen Beoplay H9i as the most stylish headphones for commuting.

Dimensions: 17.78 x 20.32 x 2 cm (7.7 x 8.7 x 2 in)

Weight: 226 g (8 oz)

Battery Life: 18 Hours

Bluetooth Range: 121 feet

Digital Assistant Support: N/A

Water Resistant: No

**BEATS STUDIO3: BEST**  
**HEADPHONES FOR WORKOUTS**



Matte grey. Rose gold. Bright red. No matter what your activewear aesthetic is, there's going to be a Beats Studio3 that is meant for you. The top-tier listening experience

that is tuning into these Beats is only enhanced by their stylish exterior.

With real-time audio calibration to help you create the soundtrack of your day, the Beats Studio3 seeks to preserve the original clarity and emotion of your music. Whether you're working out or walking home, these headphones can help you feel the lilt and the sway of your songs.

Vented and cushioned earpieces make these headphones easy to wear for hours on end. Taking you effectively from the office to the gym, these Beats can enhance every moment of your life. The signature ergonomic pivoting featured in these headphones means they'll follow you through intense runs and graceful stretching alike.

Designed to fold and fit in a tiny, sleek (and included) carrying case, these headphones are meant to charge and go with your lifestyle. Featuring the latest in Bluetooth technology, these headphones will go for hours with no lags in quality.

We're pleased to call the Beats Studio3 headphones the best over-ear headphones for gym and, ultimately, the best headphones for workouts.

Dimensions: 15.24 x 10.16 x 5.08 cm (6.3 x 4.7 x 8.9 in)

Weight: 907 g (31.9 oz)

Battery Life: 22 Hours

Bluetooth Range: 10 m (33 ft)

Digital Assistant Support: N/A

Water Resistant: No

**JABRA EVOLVE 65: BEST**  
**HEADPHONES FOR PHONE CALLS**

best over-ear headphones jabra evolve 65 review - Luxe Digital

Do you find that your work headset hurts to wear all day? Are you constantly worried about dropping your signal during an important call? If your current headset



microphone only picks up every other word you say, it might be time to check out the Jabra Evolve 65.

With passive noise cancellation, an integrated and conveniently-angled microphone, and leather cushions for all-day pain-free use, this headset is as ready to work as you are.

The headband has an integrated busy light. It'll flick on whenever you're on a call. No more will people bother you when you're trying hard to listen in!

Because you can pair up to 8 devices, this headset will truly follow you through your day. More than that, the Jabra Evolve 65 has dual Bluetooth connectivity. This means that you can connect to more than one device at a time—such as your laptop and your iPhone. By allowing you to seamlessly transition between projects and calls, the Jabra Evolve 65 helps you concentrate on the conversation.

With its thoughtful details geared for interruption-free speaking, we're pleased to name the Jabra Evolve 65 as the best headphones for making phone calls— as well as one of the best headsets.

Dimensions: 15.24 x 17.02 x 5.08 cm (6.1 x 6.7 x 2.3 in)

Weight: 20 g (0.71 oz)

Battery Life: 14 Hours

Bluetooth Range: 30.48 m (100 ft)

Digital Assistant Support: N/A

Water Resistant: No

**TREBLAB Z2: BEST BUDGET HEADPHONES**

Looking for a lower-cost alternative that still offers all of the high-tech



features you need? With the latest strides in audio technology, luxuriating in high-quality sound no longer needs to cost a fortune.

The Treblab Z2 proves this principle. Coming in two different stylish colorways, these budget headphones provide crisp, clear sound for all to enjoy. These headphones provide active noise canceling so you can enjoy your music as it was meant to be heard. Soft ear cushions cradle your ears so you can listen all day if you so choose.

The hardware providing that sound is impressive at this price point. 45-mm large-aperture drivers allow for pounding bass lines. You can also choose to use these headphones with or without wires, for a grounded or freeing experience as you like! If you choose to use these wire-free, you have over a day—thirty full hours—of battery life to employ.

With its high battery life and enjoyable sound quality, the Treblab Z2 is a good product for a low price. That's why we're pleased to call these the best budget headphones—in particular, they're certainly the best over-ear headphones under \$100.

Dimensions: 16.25 x 20.30 x 8.13 cm (6.4 x 8.0 x 3.2 in)

Weight: 254 gr (0.56 lbs)

Battery Life: 30 Hours

Bluetooth Range: 10m (33 ft)

Digital Assistant Support: N/A

Water Resistant: No

**MPOW 059** headphones are even more cost-efficient, and are highly

rated on Amazon! We'll call these another good option for the best



cheap headphones—truly the best over-ear headphones under \$50.

059 Over-Ear Headphones

**AUDIO-TECHNICA ATH-M50XBT: BEST FOR STUDIO PROFESSIONALS**



If your life is music, if you spend your days immersed in sound, you need the best tool for the job. You need a headset that is primed to last all day—and more.

The Audio-Technica headphones are sensitive, powerful, and easily manipulable. They feature thoughtful details such as an easy-fold design that help them integrate into your life. Their sonic signature allows both heavy bass and delicate melodies to come through with precision.

You can achieve complete economy of motion with these headphones. Simply touch the sides to activate voice assistance. Take calls, sift through tracks, listen to podcasts and music and more: You can wear these all day with no pain whatsoever. The ergonomic earpads and headpads have been engineered for hours of comfort.

Charge them overnight, and you'll be ready to use them wire-free all day. We're pleased to call these Audio-Technica ATH-M50xBT headphones the best for professionals – and best for studio use.

Dimensions: 20.32 x 10.16 x 22.86 cm (8.66 x 4.33 x 9.84 in)  
Weight: 308 g (10.86 oz)  
Battery Life: 40 Hours  
Bluetooth Range: 10 m (33 ft)  
Digital Assistant Support: N/A  
Water Resistant: No

These Sony MDR7506 pose an excellent alternative option: they're similarly powerful, and they're Amazon's choice for this type of professional headphones.

best over-ear headphones sony MDR7506 review - Luxe Digital

SONYMDR7506 Headphones

### **TURTLE BEACH EAR FORCE RECON 50: BEST GAMING HEADPHONES**



Searching for a set of headphones that are geared for action? With connectivity to Windows platforms as well as all gaming consoles, the Turtle Beach headset offers lightweight comfort for hours on end. Whether you're playing by yourself or with friends, this headset has everything you need.

An extendable microphone allows you to connect to online chat. Over-ear cushions allow for seamless, long-term comfort. The 40 mm speakers allow you to hear the glittering highs and thundering lows, whether you're in combat or peacefully enjoying your in-game life. The synthetic leather that's wrapped around the earpieces is soft and supple. They fold flat for

easy storage when not in use.

Although it's primed for excellent gaming experiences, these Turtle Beach headphones can work for multiple purposes. Simply remove the microphone to enjoy music or TV, and clip back on when the action is ready to begin anew.

Due to their lightweight feel, easy chat features, and seamless (and ubiquitous) connectivity, the Turtle Beach Ear Force Recon 50 are our choice for the best gaming headphones. However, they can be used for anything: The best headset for gaming means that it's likely up for any activity.

Dimensions: 22.19 x 7.62 x 22.86 cm (8.74 x 3.94 x 9.53 in)  
Weight: 198 g (7 oz)  
Battery Life: Wired  
Bluetooth Range: Wired  
Digital Assistant Support: N/A  
(Connectivity to gaming consoles)  
Water Resistant: No

### **SONY WH1000XM3: BEST OVER-EAR HEADPHONES TO RUN WITH**



If you're looking for the best headphones to take out on a run, you're likely looking for something lightweight. Sweat-proof. Long-lasting. And chic enough to make you feel like you're dashing through a high-octane music video.

Enter: Sony headphones. With the backing of hundreds of Amazon reviews and a confidence-boosting middle-of-the-road price point, these headphones are a good choice for a number of activities. We like them for exercise because of their adaptability. They feature active noise cancellation, so you won't be distracted by cars going by. They feature quick attention

mode, so you can quickly say hello to anyone you might see on the street.

Most importantly, however, these Sony headphones deliver great sound for a long time. With 30 hours of playback, you won't have to worry about charging these particularly often. The earcups are ergonomically angled, making them a treat to wear. Nothing about these headphones will distract you from the run.

Because of every thoughtful detail, we're happy to name the Sony WH1000XM3 the best over-ear headphones to run in. However, you can use the best headphones for running for anything: they're ready to come with you on your fast-paced life.

Dimensions: 17.78 x 5.08 x 25.4 cm (7.31 x 2.94 x 10.44 in)  
Weight: 254 g (8.9 oz)  
Battery Life: 30 Hours  
Bluetooth Range: 30 ft (10 m)  
Digital Assistant Support: Alexa  
Water Resistant: Yes

### **LUZLI ROLLER MK02: BEST LUXURY HEADPHONES**



For the most high-in-the-sky option for high-quality over-ear headphones, we found the Luzli Roller MK02. With an aesthetic that's reminiscent of high-end watches, the Luzli Roller is meticulously-engineered for precise sounds and extreme comfort.

Made of pure aluminum and stainless steel, these headphones are built to last. Its unique linked headband conforms to your head, allowing for a custom feel. The sound engineers behind the Luzli

Roller helped craft a warm, detailed sound presentation that is worth every bit of the higher investment.

Each headset is hand-made. There is only one size. There's a reason for this: Each headset is flexible enough to fit into your life, no matter what.

With its innovative segmented headband and weighty metal feel — as well as its higher price point — the Luzli Roller MK02 is the best luxury set of headphones on our list.

Dimensions: 23.5 x 10 cm (9.3 x 3.9 in)

Weight: Not noted

Battery Life: Not noted

Bluetooth Range: Not noted

Digital Assistant Support: No

Water Resistant: No

### **BUYER'S GUIDE: HOW TO FIND THE BEST HEADPHONES FOR YOU**

If you're looking for new headphones for the first time in a while, you might be overwhelmed by just how many options there are! Audio technology has boomed recently, and it's starting to trickle down to personal gear. It's an exciting time—but there's a lot out there. Let's go through the different options that you might want to know about.

Headphones come in several different types. You'll likely have to choose between:

**Open-Back and Closed-Back:** Open-back headphones leave room for ventilation around your ear, while closed-back models do not. Open-back headphones often offer a more comfortable listening experience as well as better listening for high-quality music files. Closed-back headphones, however, are better for noise cancellation, making them a good option to take out of the home.

**Over-Ear and On-Ear:** Over-ear headphones create a little dome over your ear. This can be more

comfortable, as it won't crush anything! However, on-ear headphones deliver sound straight to your ear canal, which can offer a crystal-clear listening experience.

**Wireless and Cable:** Wireless headphones connect to your devices via Bluetooth, which can be excellent for working out and other on-the-go pastimes. The trade-off usually comes in the form of battery life: you'll have to remember to charge your wireless headphones every once in a while in order to use them.

**Bluetooth Connectivity Types:** From classic Bluetooth to single- and dual-range upgrades, Bluetooth can allow you to connect without wires. However, more recent (and potentially pricier) Bluetooth connectivity may enable you to have a larger range. Dual-range Bluetooth allows you to connect to more than one device. Think carefully about what you need from your connectivity, and look for the features to match.

**Active Noise Cancellation and Passive Noise Cancellation:** Passive noise cancellation is materials-based. These types of headphones rely on foam and cushioning material to block out ambient noise. Alternatively, active noise cancellation emits sound-canceling radio waves to help combat the sounds of traffic or nature, so all you can hear is crystal-clear sound.

For features that will act as upgrades to your daily life, we recommend you consider the amount of time you'll be using your headphones as well as how you'll be using them. If you're more active, wireless headphones may be a good bet. If you're making lots of calls or plan to use these in the office, select one with digital assistant compatibility and a built-in microphone.

**Remember:** These microphones are going to be a tool to enhance your life. Choose features that are specific to you!

**Methodology:** How we select, test, and rank the best over-ear headphones on the market

To find the best over-ear headphones, we started by selecting the latest offerings from some of the trusted names on the market for known quality. We sifted through their standards and best headphone reviews to see what we could learn about current technology specifications; we looked through their options to glean data about comfort, ergonomics, sound quality, and more.

Once we had an idea about the best options from known brands, we looked through the online marketplace for up-and-coming brands, just to see if there was anything new and exciting on the horizon. After that, we had a good idea of the best options on the market. From there, we whittled down our list to give you truly the best products available. What we ended up with was our finalized list: The above ranking of the 11 best over-ear headphones on the market today.



*NBA all-star Kevin Durant is an investor behind the best overall headphone brand on our list, Master & Dynamic. "Master & Dynamic has been elevating the audio game since they launched in 2014 and I felt that they were a company I had to get involved with," said Durant.*

SCENE



## IS TREASURE HIDING IN YOUR PIGGY BANK? THE MOST VALUABLE NICKELS

**W**e all know money is valuable. It's what allows us the ability to trade our work for things we need. To buy the food we eat, the house we live in, and the things we do. Currency is the thing that keeps the world running on almost every level.

Yet there are times when money is more valuable. When the face value is a small fraction of the real-world worth. And those special times can turn everyday items like nickels into the world's most expensive nickels potentially worth millions of dollars.

In this rare nickels list, we're going to cover the valuable rare nickels wanted by collectors.

By the end of this article, you'll be able to impress any numismatist. But perhaps most importantly, you'll be able to check the change

you receive to make sure nickels worth money aren't hiding without your knowledge.

### THE 21 MOST VALUABLE NICKELS

885 Liberty Head V Nickel	1935 Buffalo Nickel Doubled Die Reverse
<u>\$3,800</u>	<u>\$145,900</u>
1914 4 Over 3 Buffalo Nickel	1919-S Buffalo Nickel
<u>\$7,100</u>	<u>\$156,700</u>
1942-D Over Horizontal D Jefferson Nickel	1918-S Buffalo Nickel
<u>\$11,100</u>	<u>\$168,300</u>
1936-D Buffalo Nickel Three and a Half Legs	1920-D Buffalo Nickel
<u>\$22,400</u>	<u>\$185,300</u>
1964 Jefferson Nickel SMS	1917-S Buffalo Nickel
<u>\$39,600</u>	<u>\$185,300</u>
1927-S Buffalo Nickel	1913-D Buffalo Nickel Type 2
<u>\$61,550</u>	<u>\$193,000</u>
1937-D Buffalo Nickel Three Legs	1867 Shield Nickel With Rays
<u>\$107,500</u>	<u>\$202,400</u>
1924-S Buffalo Nickel	1880 Shield Nickel
<u>\$127,400</u>	<u>\$208,100</u>
	1916 Buffalo Nickel Doubled Die Obverse
	<u>\$431,200</u>
	1926-S Buffalo Nickel
	<u>\$432,400</u>

1918/7-D Buffalo Nickel Doubled  
Die Obverse  
\$503,000

1964 Jefferson Nickel Mirror  
Brockage  
\$1,150,000

1913 Liberty Head V Nickel  
\$5,250,000

**1885 LIBERTY HEAD V NICKEL:**  
**\$3,800**



When the Liberty Head nickel design was first released in 1883, the word cents was omitted from it. The mint changed the design to include that important word so that fraudsters couldn't try to pass them off for 5 dollars instead.

While many held onto the original 1883 and 1884 design thinking they would become collector's items, it ended up that the newer 1885 was neglected by collectors and is now more rare and valuable. This has made them nickels worth money and the ones in premium condition are valued at around \$3,800 today.

Country: United States  
Year: 1885  
Original Price: \$0.05  
Current Price: \$3,800

**1914 4 OVER 3 BUFFALO NICKEL:**  
**\$7,100**



1913 and 1914 proved to be important years for nickel collectors. While 1913 is the year the design changed from the Liberty Head to the Buffalo, 1914 was a special year too.

On the 1914 4 Over 3 Buffalo nickels, you can see a 3 sticking out

from the overcast 4. In the collecting world, the fact that these little mistakes slipped through means big money. In excellent condition, these are valued at around \$7,100 today.

Country: United States  
Year: 1914  
Original Price: \$0.05  
Current Price: \$7,100

**1942-D OVER HORIZONTAL D**  
**JEFFERSON NICKEL: \$11,100**



Until 1989, mint employees would hand punch the mint mark of the die. As it would turn out, human error reared its ugly head in this process and these 1942 nickels are the result.

The first D, for Denver mint, was placed horizontally, and then punched again on the die, creating valuable rare nickels wanted by collectors. They can be worth up to \$11,100 if in exceptional condition.

Country: United States  
Year: 1989  
Original Price: \$0.05  
Current Price: \$11,100

**1936-D BUFFALO NICKEL THREE**  
**AND A HALF LEGS: \$22,400**



Thanks to one over-polished die, the Denver mint produced a small amount of Buffalo nickels with just three and a half legs showing on it in 1936. Errors don't happen too often at places where currency and coins are created, so this has become a collector's item and the 1937 versions even more.

A high-grade uncirculated example is valued at \$22,400 today, making it onto our rare nickels list.

Country: United States  
Year: 1936  
Original Price: \$0.05  
Current Price: \$22,400

**1964 Jefferson Nickel SMS: \$39,600**



The special strike 1964 Jefferson nickels are some of the most valuable rare nickels wanted by collectors. While one brockage has reached a somewhat mysterious status (covered down below in this post), quite a few of the special strikes sell for significant sums.

One premium condition example of the 1964 nickel sold for \$32,900 in 2016, equal to about \$39,600 in 2022 dollars.

Country: United States  
Year: 1964  
Original Price: \$0.05  
Current Price: \$39,600

**1927-S BUFFALO NICKEL: \$61,550**



Buffalo nickels, also known as Indian Head nickels, were in production from 1913 to 1938, making the majority of them somewhat rare today. But the 1927-S had striking issues, and very few of these exist in exceptional quality strikes.

Just how much are these rare nickels worth? In 2012, one sold for \$48,875 at auction, equivalent to \$61,550 in 2022 dollars.

Country: United States  
Year: 1927  
Original Price: \$0.05

Current Price: \$61,550

**1937-D BUFFALO NICKEL THREE**

**LEGS: \$107,500**



If you're a sucker for three-legged animals, then this nickel is sure to be a sight for sore eyes. The reverse die used to create it was polished a little too hard, and the iconic buffalo is missing a leg because of it.

Watch out for counterfeits, but in 2015 a prime example of the 1937-D Buffalo Nickel Three Legs sold for \$88,125, equal to \$107,500 in inflation-adjusted 2022 dollars.

Country: United States

Year: 1937

Original Price: \$0.05

Current Price: \$107,500

**1924-S BUFFALO NICKEL: \$127,400**



Over 1.4 million 1924-S Buffalo Nickels were created. So what makes some the most valuable nickels to look out for?

The rarity of this nickel is all based on its condition. Relatively few uncirculated exist, and even fewer in Gem condition. In 2016, a high-quality version sold for \$105,750, or \$127,400 in 2022 dollars.

Country: United States

Year: 1924

Original Price: \$0.05

Current Price: \$127,400

**1935 Buffalo Nickel Doubled Die**

**Reverse: \$145,900**

This nickel wouldn't win contests for drawing within the lines, but that's what makes it so special. The



reverse die used to create a special set of 1935 Buffalo Nickels had a slight misalignment, causing some aspects to be doubled.

If it doesn't make you go cross-eyed, perhaps you can pick one up. An exceptionally well-preserved one sold for \$104,650 in 2007 or about \$145,900 in 2022 dollars.

Country: United States

Year: 1935

Original Price: \$0.05

Current Price: \$145,900

**1919-S BUFFALO NICKEL: \$156,700**



The die used for many of the 1919-S Buffalo Nickels that came out of the San Francisco mint had a sloppy appearance and were struck poorly.

This means that if you can find one that is struck exceptionally well, you might have one of the most expensive nickels. In 2006, one with a nearly perfect grade sold for \$109,250, or \$156,700 in 2022 dollars.

Country: United States

Year: 1919

Original Price: \$0.05

Current Price: \$156,700

**1918-S BUFFALO NICKEL: \$168,300**



The 1918-S Buffalo nickel is yet another example that was produced in somewhat low quantities, but the true rarity is because most are not well struck.

If you can get your hands on one of these valuable nickels, be ready to grab your wallet. In 2008, just before the recession, one sold for \$125,350, or \$168,300 in 2022 dollars.

Country: United States

Year: 1918

Original Price: \$0.05

Current Price: \$168,300

**1920-D Buffalo Nickel: \$185,300**



Rarity is a crucial factor in collectibles of all sorts, and with the Buffalo nickels, that is hard to come by. But the 1920-D, out of the Denver Mint, is one of those special examples that has few pristine nickels left from the 9.5 million produced.

Even amid an economic downturn in 2008, an MS-67 grade example sold for a whopping \$138,000, or about \$185,300 in 2022 dollars.

Country: United States

Year: 1920

Original Price: \$0.05

Current Price: \$185,300

**1917-S Buffalo Nickel: \$185,300**



Made at the beginning stages of World War I, the 1917 Buffalo nickels have a rare amount of quality examples that came from the San Francisco mint. Maybe it was that the dies had eroded and were not replaced, or perhaps they were set too far apart.

High-quality examples of the 1917-S Buffalo nickel will fetch top dollar today. One sold for \$138,000 in 2008, equal to about \$185,300 in

2022 dollars.

Country: United States

Year: 1917

Original Price: \$0.05

Current Price: \$185,300

**1913-D Buffalo Nickel Type 2:**  
**\$193,000**



For nickel collectors, 1913 is a noteworthy year. Not only is it when the nickel switched designs from the Liberty Head V design to the Buffalo design, but it also had two different types of Buffalo designs used. The first with Five Cents on it, which was later removed for fear of degradation in favor of the Type 2.

Very few of these in top-collector quality exist today. One sold for \$143,750 in 2008, or \$193,000 in 2022 dollars.

Country: United States

Year: 1913

Original Price: \$0.05

Current Price: \$193,000

**1867 SHIELD NICKEL WITH RAYS:**  
**\$202,400**



The Shield nickels were produced from 1866 to 1883, replacing the fractional currency notes issued prior. While many years have a plentiful number of circulated and proof examples, 1867 is not the case.

This was the year they removed the rays from the die, but some still got through with the rays. There are thought to be ten or fewer examples today, and back in 2004, one sold for \$132,250, or \$202,400

in 2022 dollars.

Country: United States

Year: 1867

Original Price: \$0.05

Current Price: \$202,400

**1880 SHIELD NICKEL: \$208,100**



By combining the historical significance of the 19th century along with a small production, the 1880 Shield Nickel is one of the valuable rare nickels wanted by collectors. Only 16,000 were made for circulation.

One specimen is one of the most expensive nickels ever sold on eBay at \$175,000. But another excellent example sold at auction in 2014 for \$170,375, or about \$208,100 in 2022 dollars.

Country: United States

Year: 1880

Original Price: \$0.05

Current Price: \$208,100

**1916 Buffalo Nickel Doubled Die**  
**Obverse: \$431,200**



With only 200 examples in total known and less than 15 in mint condition, the doubling on the date and Indian Chief's chin is apparent if you can get your hands on one of these valuable nickels to look out for.

Back in 2004, one sold for \$281,750, which is equal to about \$431,200 in inflation-adjusted 2022 dollars.

Country: United States

Year: 1916

Original Price: \$0.05

Current Price: \$431,200

**1926-S BUFFALO NICKEL: \$432,400**



Once again, nickel enthusiasts have the San Francisco mint to thank for this set of valuable nickels. While other mints and other years had millions of examples, only 970,000 Buffalo nickels came out of the San Francisco mint in 1926.

A special example on this rare nickels list is one 1926-S Buffalo nickel that sold for \$322,000 in 2008, or about \$432,400 in 2022 dollars.

Country: United States

Year: 1926

Original Price: \$0.05

Current Price: \$432,400

**1918/7-D Buffalo Nickel Doubled**  
**Die Obverse: \$503,000**



If you want to know some valuable nickels to look out for, add this one to your list. In early 2018, it seems some of the Buffalo nickels were first struck with a 1917 die, then again with the proper 1918 one. This resulted in a still visible overdate with the 7 showing underneath the 8.

Prime examples are some of the most expensive nickels around. In 2006, one sold for \$350,750, equal to about \$503,000 in 2022 dollars.

Country: United States

Year: 1918

Original Price: \$0.05

Current Price: \$503,000

**1964 JEFFERSON NICKEL MIRROR**  
**BROCKAGE: \$1,150,000**

While some 1964 Jefferson coins are nickels worth money that a lot

of people can afford, there is a mysterious one that is one of the most expensive nickels ever sold on eBay. One 1964 Jefferson nickel was created with a mirror brockage, showing a head on both sides with one mirrored.

This mistake at the mint has turned into one of the most highly sought-after nickels worth millions. It is reported that it sold for \$1,150,000 on eBay.

Country: United States

Year: 1964

Original Price: \$0.05

Current Price: \$1,150,000

**1913 LIBERTY HEAD V NICKEL:**  
**\$5,250,000**



1913 was the year when the nickel design was switched to the Buffalo nickel. But there's a bit more to this story. Somehow, five known specimens of a 1913 nickel with the previous Liberty Head V design were created. And the rest is collecting history that rivals even some of the world's most valuable paintings or the most valuable stamps.

Out of the five examples, only three are privately owned. In 2018, one sold for \$4,560,000, or \$5,250,100 in 2022 dollars. It is a rare case when nickels worth millions come across the auction block, but you can be certain that if it happens again, a lot of money is sure to change hands for something that was once worth just 5 cents.

Country: United States

Year: 1913

Original Price: \$0.05

Current Price: \$5,250,000

**BUYER'S GUIDE FOR THE MOST EXPENSIVE NICKELS**

There are millions upon millions of nickels that have been created

throughout the history of the United States. Sifting through them all is an impossible task, but finding a valuable nickel isn't quite as hard as you would imagine.

There are a few key elements to locate valuable rare nickels wanted by collectors. You're looking for examples that are few in existence. The rarer the nickel is, the more valuable it is. Any interesting history also plays a role, which is why you'll find war-period nickels to be slightly more valuable on average.

But perhaps most importantly in the entire world of the most valuable coins, you'll also need to understand a lot about the conditions of the nickels you want to collect. If you can identify the rarity, the history, and the condition of any nickel, then you will be able to conquer this hobby.

To keep an eye out for rare nickels, take a look at the list we've already gone over. You can notice some trends in the years that are valuable and the mints they come from. Work on memorizing this list of years and you might be able to identify some valuable nickels easily.

Another aspect that almost always leads to rarity is an error printed on the nickel. The 1936 and 1937 three-leg nickels are great examples of how a small error from the mint has turned into big money. Having said that, erosion can cause some of these same problems, so you need to know what is original and what isn't.

Locating nickels with an interesting history isn't always easy to do either. This area probably only is part of the most expensive nickels. But if the nickels come from an interesting era, like during one of the world wars, or at a time when nickels changed design, like 1913, then you might be onto something.

Finally, you'll want to become acquainted with the world of

grading valuable coins. Most valuable coins fall into three categories of circulated, uncirculated, and proof.

Circulated coins are the ones that have been used in everyday transactions and are worth the lowest. Uncirculated coins went directly to collectors and are more likely to be in good condition. Proofs are made to an exceptional level of quality, often struck twice by the die to ensure ideal clarity. These are usually the most expensive nickels you can find.

A grading scale of 1 to 70 is also used to value coins, with 1 being the lowest and 70 being the highest. Dr. William Herbert Sheldon created this scale in 1948 based on the idea that a coin with a 70 rating is worth 70 times more than the same coin rated 1. This scale has been incorporated into the modern Professional Coin Grading Service's (PCGS) and Numismatic Guaranty Corporation's (NGC) rating systems.

**RARE VALUABLE NICKELS:**  
**CONCLUSION**

If we had a time machine and could go back to 1913, maybe it would be worth it to find out who struck the Liberty Head V nickels and ask them to make a few more for you. Or maybe it would be wiser to stick to the 1918 and 1919 nickels since they aren't quite so rare.

We've seen nickels worth millions, the most expensive nickels sold on eBay, and some of the most valuable rare nickels wanted by collectors. While there are a lot of different nickels on this list, one thing is clear. The face value isn't always telling the truth anymore.

No matter the case, you now know the most valuable nickels to look out for and can start your journey to collecting these valuable coins.



## ISHA FOUNDATION

**S**adhguru: Eighty-seven percent of life forms on this planet – microbes, worms, insects, birds, animals, human beings, plants, trees and every other vegetation on the planet is sustained by an average of thirty-nine inches of topsoil. And that is in grave danger right now. In the last forty years, forty percent of the world's topsoil has been lost. The United Nations says we have soil left only for approximately eighty to hundred harvests, which means another forty-five to sixty years of agriculture. After that, we will not have the soil to produce food. You can imagine the suffering that we will unfold in the world. Thirty percent of India's land is already degraded, and 90% of India's states are seeing soil turn to desert. That means nothing can be cultivated there. So, protecting the soil for the future generations of this land is the most important thing.

### HOW CAN SOIL REVITALIZATION HELP THE ENVIRONMENT?

I was speaking at one of the UN agencies in Germany, and they asked me, "What are the three things we need to do to prevent an ecological disaster?" I said, "The three things are, 'Soil, Soil, and Soil.'" This is something that is not being looked at because it is fashionable in the cities to talk about air pollution. I am not saying it is not a concern, but if you take the necessary actions to fix the soil, that action will take care of water also. Air pollution can be fixed in a short time if we are willing to sacrifice our economic exuberance a little. But if you want to fix the soil that you have destroyed, it will take 15-25 years if you go at it aggressively. If you do it without much interest, it will take 40-50 years before you can get the soil to a certain level.

If the soil is in a bad condition for that long, that means two to three generations will go through terrible states of life.

### 5 METHODS OF SOIL REVITALIZATION

#### 1 Organic Content Builds Healthy Soil

In India, people have been tilling the same land for thousands of generations. But in the last generation, the soil quality has become so poor that it is on the verge of becoming a desert. If you want to preserve the soil, it means organic content has to go into it. But our trees have all been cut and millions of animals are being exported from the country. These are not animals, this is our topsoil going to some other country. When this happens, how will you replenish the soil?

If there are no leaves or animal



waste, you cannot put back anything. This is simple wisdom that every farming family knew. They knew how many animals and trees you must have on a certain amount of land.

There is a national aspiration in India which has already been set by the old Planning Commission that thirty-three percent of India should be under shade, because if you want to preserve the soil, that is the only way. And I am trying to push for a law that if you own one hectare of land, you must compulsorily have a minimum of five bovine animals on the land. There is one fantastic thing about this land for which we have scientific data but no scientific reasoning yet. If you go to a place in this country where the soil is good and take one cubic meter of this soil, it is said that there are approximately 10,000 species of life in that one cubic meter. This is the highest concentration of life found anywhere on this planet. We do not know why. So, this soil just needs a little support. If you give it that little support, it will bounce back quickly. But as a generation of people, do we have the necessary brains to

give that little support or will we just sit around and watch it die?

You cannot keep soil rich with fertilizer and a tractor. You need animals on the land. Right from ancient times, when we grew crops, we only took the crop and the rest of the plant and animal waste always went back into the soil. We seem to have lost that wisdom.

## **2 Tree-based Agriculture or Agroforestry**

The term “forest produce” must go out of our vocabulary. There is no such thing as forest produce because there is not enough forest on this planet to harness it as produce. That is an era which has gone by. You cannot talk about forest produce in the future.

We cannot create a new rainforest because that takes millennia of work. But we can definitely create tree cover, and tree cover cannot happen unless we move into tree-based agriculture. And because a large part of the land is held by farmers, unless we make it lucrative for them to grow trees, trees will not happen.

After years of work, the United Nations is clearly recognizing today that a massive part of the solution is tree-based agriculture. That is what we have been pushing for 22 years now. And we have over 107,000 farmers doing tree-based agriculture to prove that it has worked on both ecological and economic levels.

## **3 Reduce Meat Consumption**

Nearly 77% of the land, about 40 million square kilometers, that is used for agriculture in the world is used to raise animals and their food. Compared to various other available solutions, meat consumption is one of the simplest things that you can reverse. If you reduce your meat consumption by 50%, 20 million square kilometers of land on this planet will become available for tree-based agriculture. If you raise those many trees, you can produce all the things that you are getting from the forest on agricultural land. Farmers will become rich and you will also enrich the soil. In this context, you do not have to give up meat – just eat 50% less. All the doctors are telling you to do it. This is not even

an ecological solution, this is a health solution for your life.

#### **4 Fruit Diet – Healthy for You and the Planet**

Suppose someone is sick in the hospital, of course you will not take a steak or a biryani for them. You take fruits. The message is clear, “Eat sensibly, at least now!” But the person who takes it does not get it! When travelers like Hiuen Tsang and Megasthenes came to India, they observed that the Indians have a disproportionately large part of fruit in their diet and they said, “That could be the reason why they are so intellectually sharp.” We are becoming dumb because we are not conscious of the food we consume.

If what you eat has over 75% water content, your health will get managed very easily. If you eat a raw vegetable, the water content is somewhere over 70%. If you eat a fruit, it is generally over 90% water. So that is the best diet. At least 30-40% of our diet should come from the trees, not from 4-month cycle of crops. That means all of us should eat a little more fruit. Right now, fruit is expensive because we are getting fruit from New Zealand, Australia or Thailand. If you grow local tropical fruits here, they are not very expensive.

#### **5 Building a Conscious Planet**

If any other species had perpetrated the kind of damage that we have to the planet, we would have found a way to deal with them. If billions of Martian locusts landed here and began to cut through all our trees, turned our soil into deserts, and sucked the water out of our rivers – we would have definitely exterminated them. But the problem is not alien locusts. The problem is us.

Since we are the source of the problem, we can also be the source of the solution. We are a problem only because we are in an unconscious, compulsive mode of action. If we were conscious, we would naturally be a solution. This is why I have been working with United Nations agencies and other forces, and proposing this idea of a “Conscious Planet” movement.

There are 5.2 billion people living in countries with the ability to vote and elect their nation’s leadership. We are looking at how to get at least three billion people on board so that ecological issues become the issues that elect governments. We want to make these three billion people aware of at least five ecological aspects that must happen in their country, and two or three aspects that must not happen. If we do this, then ecology will become if not number one, at

least the number two issue in election manifestos.

As a part of the Conscious Planet movement, I am trying to bring focus to the most important aspect of rejuvenating this planet: the soil. Everything you see as life on this planet – including worms, insects, birds, animals, plant life, and ourselves – happens out of just thirty-nine inches of soil profile. The real damage is happening to this topsoil, which sustains every life that we know. If we can ensure the soil is organically rich and healthy, the planet will be capable of regenerating itself, and we will be able to manage the other problems, to a large extent.

Right now, over 95% of the global population have absolutely no awareness of the ecological disaster building up around them. Ecological awareness is confined only to a small segment of people, and even among them, the idea of ecology is largely limited to using less water while showering or turning off the tap when brushing teeth. It is wonderful that people are conscious about what they are using, but this is not a comprehensive ecological solution. Only when ecology becomes an election issue, will it become government policy, and only then will there be large budgets allocated so that solutions manifest.



# JEWELRY



## IS TREASURE HIDING IN YOUR PIGGY BANK? THE MOST VALUABLE NICKELS

**W**e all know money is valuable. It's what allows us the ability to trade our work for things we need. To buy the food we eat, the house we live in, and the things we do. Currency is the thing that keeps the world running on almost every level.

Deciding between a gemstone vs a diamond engagement ring is an arduous process. While diamond engagement rings are still more common, many couples are seeking non-traditional engagement rings. From yellow diamond rings to colorful gemstones like topaz and amethyst, there are more unique options than ever.

The beauty of colored engagement rings is how they reflect a couple's personality. Symbols of love, authenticity, and inner truth amplify the beautiful array of hues. Read on to discover the most

popular and gorgeous non-traditional engagement rings.

### YELLOW DIAMOND ENGAGEMENT RINGS



After the radiant cut was invented in the 1970s, yellow diamonds started to gain traction. A yellow diamond engagement ring symbolizes a fulfilling relationship. The Graff Vivid Yellow diamond is one of the most expensive diamonds in the world—showing that not only colorless diamonds are valuable.

A yellow diamond engagement ring is a beautiful choice for someone torn between a gemstone and vs traditional diamond engagement ring. Instead of round cuts, fancy shapes, such as pear, marquise, and radiant are the best options for optimizing the unique colors of a yellow diamond.

### EMERALD ENGAGEMENT RINGS



From Ancient Egypt and Cleopatra to Elizabeth Taylor, emeralds are steeped in history. As popular as emeralds are for birthstone jewelry, they're also alluring for a unique engagement ring. An emerald engagement ring is a symbol of loyalty, tranquility, and a new beginning.

This green engagement ring is at once timeless and daring. Vivid and bluish-green emeralds are especially beautiful. Colombian emeralds display multidimensional hues, especially with round brilliant cuts.

### **BLUE SAPPHIRE ENGAGEMENT RINGS**



From cool blue to deep, vivid blue, a blue sapphire engagement ring is the most popular option for a non-diamond ring. Not only is a blue sapphire beautiful and durable, but it's also meaningful.

It's an excellent idea for someone spiritual, as it symbolizes hope, faith, and connection to a higher power. Those drawn to royalty will also love this colorful gemstone ring. Perhaps the most stunning blue sapphire engagement ring was worn by the late Princess Diana. That same ring is now worn by Kate Middleton after Prince William proposed in 2010.

### **RUBY ENGAGEMENT RINGS**



Romance, passion, and success: that's what a ruby engagement ring symbolizes. This colorful gemstone ring is best suited for daring, bold, and romantic lovers. A ruby engagement ring is also one of the most expensive engagement ring options.

Traded as far back as 200 BC along the Silk Road, rubies have a history of prestige and power. Ruby gemstone rings have been worn by royalty around the world.

### **AQUAMARINE ENGAGEMENT RINGS**



Aquamarine engagement rings are a beautiful option for semi-precious stones. A crystal to teal hue symbolizes tranquility, harmony, and inner peace. Those who seek peace and contentment will be in love with this unique engagement ring.

Called by Ancient Romans the "water of the sea," the cool blue engagement ring option was worn by actress Jessica Biel. An aquamarine engagement ring is stunning when paired with a white gold or platinum band. Vintage cuts, such as a princess, pear, or marquise, add to its unique appeal.

### **TOPAZ ENGAGEMENT RINGS**



Beloved by Russian czars during the 19th century, topaz has now become a unique alternative to a diamond engagement ring. As November's birthstone, topaz is also suitable for romantics at heart. A symbol of love, affection, and sweet disposition, topaz engagement rings wow with an array of colors.

Those gemstone colors range from yellow and orange to purple-red, blue, and green. For an engagement ring, orangish-red stones are the best option, though blue is more widely available. Oval and pear cuts captivate by displaying different hues at every angle.

### **GARNET ENGAGEMENT RINGS**



A red garnet engagement ring symbolizes love, and romance, and is a striking option for a unique engagement ring. Couples who believe in Feng Shui and bringing balance to their lives will delight in its stunning beauty. Lovers of history may also be intrigued: garnet rings have been worn as far back as the Bronze Age.

A more affordable alternative to a ruby engagement ring, garnet is gorgeous on yellow gold or rose gold bands. An orange-red with a vivid hue isn't the only option, however. Rare green garnet gemstones can mimic emeralds.

### **CITRINE ENGAGEMENT RINGS**



From pale yellow to golden yellow and amber, a citrine engagement ring symbolizes joy, unbound energy, and prosperity. The vivacious and spirited couple may especially love the reddish-orange or saturated yellow hues, while an earthy couple may opt for slightly duskier tones.

This semi-precious gemstone was discovered in Ancient Greece and has been used for centuries as a stone of protection. Some of the best jewelry brands and designers, such as David Yurman, have redefined citrine rings for modern consumers. White gold bands with

plays on geometry are lifted by the vibrant yellow or orange gem.

### **MORGANITE ENGAGEMENT RINGS**



For those who love a softer, romantic-colored gemstone ring, morganite is a compelling option. Morganite engagement rings symbolize promise, compassion, and the heart. Followers of Feng Shui will recognize a morganite engagement ring's association with the Heart Chakra.

First discovered in Madagascar in 1911, morganite gems and gemstone jewelry have been displayed in museums around the world. Peach and rose hues are the perfect options for a unique engagement ring. Rose gold and white gold bands bring out cool tones. Emerald, pear, and round shapes all enhance the gem's beauty.

### **OPAL ENGAGEMENT RINGS**



Of all the non-traditional engagement rings optional, opal is perhaps the most unique. White opals have a creamy base and flash a rainbow of colors under sunlight. Opals of the highest quality exude warmth, creativity, and innovation.

While an opal engagement ring symbolizes hope, it also is a sign of creativity. Someone artistically inclined will love the array of colors, especially with an oval cut. Avid history buffs also take note of opal's storied history, which dates back to 4,000 BC.

### **TOURMALINE ENGAGEMENT RINGS**



Tourmaline engagement rings are colorful, bright, and spirited. From vivid sky blue to passionate pink and sea green, creative and expressive couples will find much to love about this unique gemstone. Celebrities like Selena Gomez, Christina Aguilera, and Ariel Winter have all sported pink tourmaline rings.

For others, a tourmaline engagement ring promises healing, compassion, and a stable relationship. Transparent and brilliant tourmaline rings are most valuable in green-blue and pink hues, while watermelon tourmaline is for the couple who wants a cool, one-of-a-kind ring.

### **QUARTZ ENGAGEMENT RINGS**



While quartz comes in many types and colors, rose quartz is the best choice for a unique gemstone engagement ring. Hopeless romantics and those who practice Feng Shui will find special meaning in a rose quartz engagement ring.

Rose Quartz Symbolizes unconditional love. Rose quartz jewelry has been worn as far back as the Ancient Assyrians in 500 to 800 BC and has since been a symbol of timeless, undying passion. Blush to deep rose, a rose quartz engagement ring is even dreamier on a rose gold band.

### **AMETHYST ENGAGEMENT RINGS**



The birthstone of February is also a stunning and meaningful option for a colored engagement ring. Amethyst engagement rings exude grace, trust, and understanding. Ideal for someone who embraces tranquility and truth, this purple gemstone was used by Leonardo da Vinci to inspire and clear the mind.

Lilac and lavender hues make for an expressive engagement ring. The deepest purple—Siberian purple—is the most valuable. This stunning engagement ring is at its most expressive with a cool white gold or platinum band.

### **MOONSTONE ENGAGEMENT RINGS**



In Eastern cultures, moonstones are lighted gemstones and bring good luck. Those with birth dates that fall with the moon during its malefic stage especially benefit from this mystical gemstone. But a moonstone engagement ring can be for anyone who loves a connection to celestial, spiritual, and inner clarity.

Ranging from transparent to translucent, the best moonstone for a gemstone engagement ring is a vivid blue, with a colorless undertone. The swirl of colors provides a bohemian flair for a gem that was worn in Ancient Rome and

India. As moonstone rings flourished most during the late 1800s and early 1900s, an Art Nouveau setting is fitting.

### **TANZANITE ENGAGEMENT RINGS**



While some of the most expensive engagement rings feature diamonds, natural tanzanite is a thousand times rarer. Luckily, with both lab-grown and natural options, a tanzanite engagement ring is more affordable than a sapphire engagement ring.

From dreamy soft blue to deep blue, a tanzanite engagement ring symbolizes purity, intuition, and heart. It's perfect for someone who values truth and empathy in a relationship, as well as those who feel connected to fire energy. Some of the most popular and best jewelry brands feature tanzanite on rings flanked with diamonds on a modern band.

### **IS IT WEIRD TO HAVE A COLORED ENGAGEMENT RING?**

Colorful gems are not weird, but a great way to have a unique engagement ring. Engagement rings without diamonds are gaining popularity for their unique symbolism and beauty. From purple engagement rings to green engagement rings, a non-traditional style can be just as beautiful and meaningful as a diamond ring.

### **WHAT COLOR BAND IS BEST FOR AN ENGAGEMENT RING?**

Silver and yellow are the two most popular band colors for an engagement ring. However, rose gold is a beautiful color for a romantic engagement ring. Those with cool skin tones tend to look best with silver and silver-white



bands, while those with warmer skin tones look spectacular with yellow bands.

### **WHAT RING COLOR IS THE BEST?**

The most popular color for an engagement ring is a nearly colorless or colorless diamond. On the GIA grading scale, the letters G, H, I, and J all indicate a colorless gemstone. However, it's different for non-diamond engagement rings. The more colorful—or saturated—the gem, the more desirable.

### **WHAT COLOR ARE THE PROPOSAL RINGS?**

Engagement rings can be in many colors, depending on style and personal preference. White gold, yellow gold, and rose gold are the most popular bands. Gemstone proposal rings include not only diamonds but also colorful gemstones, such as amethyst and topaz engagement rings. Ultimately, the color of a proposal ring should reflect the personality of the couple.

### **WHAT IS THE MOST COMMON STONE IN AN ENGAGEMENT RING?**

Diamond engagement rings make up roughly 85 to 90 percent of engagement rings, making them the most common. However, non-diamond engagement rings are

rising in popularity. The most popular non-traditional engagement rings are sapphire, emerald, and ruby.





**Definition: the meaning of DTC DTC stands for direct-to-consumer, a term that grew in popularity with the emergence of digital native brands enabled by eCommerce. The definition of DTC varies based on its context. To us, DTC represents first and foremost a sales channel in which a brand owns its customer relationships. This direct control**

**D**TC stands for direct-to-consumer, a term that grew in popularity with the emergence of digital native brands enabled by eCommerce. The definition of DTC varies based on its context. To us, DTC represents first and foremost a sales channel in which a brand owns its customer relationships. This direct control is particularly valuable thanks to the number of insights and data DTC brands are able to collect and process through their owned channels.

Oftentimes, DTC refers to digital pure-play brands or brands that

started as digital natives. You'll also sometimes see it written as D2C.

These DTC digital pure-play brands take advantage of the growing online retail market to rapidly launch and scale their products. They typically start by selling exclusively online, on their website, and leverage social media and influencer marketing to rapidly reach new customers.

Successful DTC brands, such as Glossier, Warby Parker, Casper, and Dollar Shave Club attracted the attention of traditional luxury brands after proving their successful model to sell online.

Their approach to rapidly launch new products and create viral marketing campaigns to drive sales are now being incorporated into broader marketing campaigns by established legacy brands.

#### Our take on DTC brands

We think it's important to dissociate DTC as a sales channel from digital native brands. DTC is an important channel. It can even be the exclusive sales channel for a new brand. But growing businesses have to consider other venues to sell their goods and services to consumers. An omnichannel sales strategy seems to be the surest

path to grow past a certain stage. Maintaining high profitability while becoming an omnichannel seller is a challenge, however, as traditional retail comes with additional costs.

On the other hand, we think that digital native is a much better term to describe the new generation of brands that are born online. They typically start by selling direct-to-consumers in their initial stage but might explore more channels as they grow and mature. They start as

online businesses but might also explore offline opportunities at a certain point.

The beauty of colored engagement rings is how they reflect a couple's personality. Symbols of love, authenticity, and inner truth amplify the beautiful array of hues. Read on to discover the most





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