



**F**ast & Up is the flagship sports nutrition brand of Mumbai-based Aeronutrix Sports Products, which is a part of Fullife Healthcare. A major preventive healthcare company, it specialises in novel drugs, using proprietary effervescence technology obtained in 2011 through an acquisition of Switzerland-based Company – Novelty Pharma. The ₹100 crore company, Fullife Healthcare is backed by marquee investors like Rakesh Jhunjhunwala and Satish Khanna, former president, international business at Lupin, Fullife. Backed by innovative Swiss technology, Fast & Up, through its portfolio of products catering to performance in sport, intelligent nutrition and dietary supplementation for an active lifestyle, is on an expansion mode in a big way. The company, associated with the Board of Control for Cricket in India for the strategic supply of essential products to its various teams, is also one of the biggest brands in the running space, and is associated with some of the best events in the country like the Airtel Hyderabad Marathon and Tata Mumbai Marathon. “Fast & Up is spearheading the nutrition revolution in India with its effervescent range of products,” says **Varun Khanna**, CMO, Aeronutrix **Sports Products**. “We are catering to our customers through an omni channel strategy including online and retail stores, and have now chalked out a major expansion”. ♦

**M**edical devices are a critical component in the healthcare delivery system, as they equip health service providers with the necessary tools to perform their job of providing quality healthcare effectively. And **Collateral Medical** (Colmed) is India’s largest tech-enabled pan-India distribution platform for medical devices and consumables. The start-up, which came into being in 2010, aggregating OEMs and resellers on a single platform facilitates direct access of high-quality medical devices especially to small hospitals, clinics and doctors, primarily in Tier II locations.



Over the years, the company has built robust partnerships with various national and international OEMs like 3M,

J&J, Roche, BPL and Cochlear. The company which received funds of about \$5 million from Carpediem Capital and SIDBI Ventures, boasts of over 40 direct OEM partnerships and over 7,000 SKUs. “We support medical professionals by providing products and services in an efficient and transparent way,” says **Nikhilesh Tiwari**, founder, ColMed. “Our customers are connected, informed and are known to adapt to using technology to their advantage. We are committed to providing the industry with high-quality medical devices at the lowest possible prices”. ♦



**H**eadquartered in Hong Kong, **The Executive Centre** (TEC), a provider of premium serviced office facilities, sharing co-work spaces

and virtual offices in Asia-Pacific, has averaged 20 per cent annual growth for the past 10 years and now operates over 130 centres across 14 countries. For TEC, India has emerged as one of the major markets with 21 centres across seven cities. In 2008, the company had just one centre in India and now it is looking to take the total tally in India to 27 centres by the end of this quarter. Located in the most prestigious areas such as UB City, Prestige Trade Tower and Helios Business Park, Manyata Tech park in Bengaluru, DLF Cyber City in Gurugram, Maker Maxity BKC and First International Financial

Centre, BKC, TEC offers a member-centric experience that promotes connection, personal growth and professional achievement and serves clients ranging from start-ups to multinationals like American Express and Expedia Group. TEC is also looking to venture into Tier II cities like Chandigarh and Ahmedabad. “India has been an important market for TEC and testimony to this is the fact, we have continued to expand our centres in India,” says **Neha Verma**, regional marketing lead, India, Sri Lanka and the Middle East, TEC. “We intend to enhance our reach in this market further”. ♦

**S**ervicing customers and providing them improved experience has become paramount for businesses in the current market. Enterprises across industries are vying hard to retain and expand their customer base by engaging with their customers in multiple ways. In this space, Mumbai-based **Gupshup Technology India Pvt Ltd** has come a long way since it started its operations in 2007. The company, hosting a smart messaging platform, provides innovative messaging solutions to companies which use them to effectively communicate with their customers in sectors like BFSI,

retail, e-commerce and hospitality. Backed by its smart solutions, the company, handling over 4 billion messages per month and over 150 billion cumulative, has grown at a CAGR of over 45 per in the last five years. Having grown considerably in the past, Gupshup, which received \$50 million in venture funds about eight years ago, is now looking to replicate the model to countries in the Middle East and South East Asia in a big way. “Ours is not just a basic messaging platform,” says **Beerud Sheth**, CEO & co-founder, Gupshup. “But we offer smart and innovative solutions to our customers



and thus help them communicate effectively with their valued customers and build up their businesses. And, we are now also looking at overseas destinations in a big way”. ♦