



# CFBP

COUNCIL FOR FAIR  
BUSINESS PRACTICES  
HAR GRAHAK KI AWAAZ



Inspire Excellence

### Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

JUNE - JULY 2024

# CFBP TIMES

## UPCOMING EVENTS

### CAREER AFTER FAMILY

Presents



CAFÉ PEHCHAAN 4.0  
Hauslon ne di naye udaan

THURSDAY,  
AUGUST 1<sup>ST</sup>, 2024  
ITC ROYAL BENGAL

In Association with



Powered by



POOJA  
BEDI



SWAPNIL  
KOTHARI



KAVITA  
AGARWAL

## SAVE THE DATE : SATURDAY 10<sup>TH</sup> AUGUST, 2024

### CFBP HOLISTIC HEALTH SUMMIT 2.0 WITH LUMINARIES IN THE WELLNESS FIELD



PADMA SHRI  
DR. MUKESH BATRA (CFBP)  
Founder of Batra's group of companies,  
a chain of homeopathy clinics in  
6 countries and an FMCG brand



DR. HEMANT P. THACKER (CFBP)  
M.D., M.R.S.H., F.A.C.P., F.A.C.E., F.I.S.H., F.R.C.P.  
Consultant Physician  
& Cardio-Metabolic Specialist

#### CHIEF GUEST



PADMA BHUSHAN  
DR. ASHWIN B. MEHTA  
Director Cardiology, Jaslok Hospital



### CFBP HOLISTIC HEALTH SUMMIT 2.0

In Association With  
Powered By  
Spirit 360



SWAPNIL KOTHARI  
PRESIDENT



CONCEPTUALISED & PRESENTED BY  
DR. MICKEY MEHTA  
CHAIRMAN WELLNESS COMMITTEE  
GLOBAL LEADING HOLISTIC HEALTH  
GURU AND SPIRITUAL LIFE COACH



CURATED BY  
LEENA GUPTA  
EXECUTIVE COMMITTEE MEMBER  
CORPORATE WELLNESS TRAINER,  
HOLISTIC LIFE COACH, TEDx SPEAKER,  
SENIOR FACULTY ART OF LIVING



DR. SAMEERA GUPTA  
INVITEE MEMBER  
PHYSIO - OCCUPATIONAL & SPECIALIST  
IN SPORTS MEDICINE AND WEIGHT  
MANAGEMENT & FOUNDER OF SPIRIT 360®

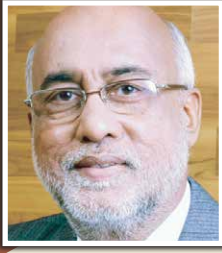
Saturday 10<sup>th</sup> August  
9.00 AM - 6.00 PM  
@ TAJ LANDS END,  
BANDRA

Registration - Open for all



# ADMINISTRATIVE COMMITTEE

2022-2024



**SHEKHAR BAJAJ**  
FOUNDER MEMBER



**SWAPNIL KOTHARI**  
PRESIDENT



**NIRANJANA JHUNJHUNWALA**  
HON. SECRETARY AND CHAIRMAN,  
MEMBERSHIP COMMITTEE



**VINEET BHATNAGAR**  
VICE PRESIDENT AND CHAIRMAN,  
AWARDS COMMITTEE



**ASHOK BHANSALI**  
HON. TREASURER

## FORMER ADVISORY BOARD MEMBER & EMERITUS



**PADMA BHUSHAN ARVIND PANAGARIYA**  
(CHAIRMAN, FINANCE COMMISSION AND  
PROFESSOR, COLUMBIA UNIVERSITY, NEW YORK)

## ADVISORY BOARD MEMBERS (2022-2024)



**SHEKHAR BAJAJ**  
(CHAIRMAN, ADVISORY BOARD)



**B. N. SRIKRISHNA**



**SWARN KOHLI**  
(FOUNDER)



**PADMA SHRI SAVJI DHOLAKIA**  
(SURAT)



**DILIP PIRAMAL**



**SHALINI PIRAMAL**



**PADMA SHRI DR. MUKESH BATRA**  
(JOINT CHAIRPERSON,  
MEDICAL COMMITTEE)



**DR. ALI IRANI**  
(JOINT CHAIRPERSON,  
MEDICAL COMMITTEE)



**DR. HEMANT P. THACKER**



**RAJIV K. PODAR**



**SHAINA N. C.**



**KEKI M. MISTRY**



**ABHEEK BARUA**



**MANISHA GIROTRA**



**ANURADHA PAL**



**RAGHU SUNDARAM**  
(DEAN, NYU STERN SCHOOL  
OF BUSINESS, NEW YORK)



**PROF. PRERNA SINGH**  
(BROWN UNIVERSITY,  
RHODE ISLAND)



**PROF. SHARMISTHA SIKDAR**  
(AMOS TUCK SCHOOL OF  
BUSINESS DARTMOUTH  
COLLEGE, NEW HAMPSHIRE)



**PROF. TANUSHREE GOYAL**  
(PRINCETON UNIVERSITY,  
NEW JERSEY)



**JAGDEEP KAPOOR**  
(CHAIRMAN, MARKETING  
COMMITTEE)



**MICKEY MEHTA**  
(CHAIRMAN, WELLNESS  
COMMITTEE)



**ROGER C B PEREIRA**



**ANAND PATWARDHAN**  
(CHAIRMAN, MEDIATION CELL)



**AMLA RUIA**



**RAHUL CHAWLA**



**VIKESH WALLIA**



**RAJYALAKSHMI RAO**



**DOLLY THAKORE**



**MANOJ ISRANI**



**NAYANTARA JAIN**



**SIDDHARTH RAISINGANA**



**PRASHANT KHEMKA**  
(SINGAPORE)



**VISHWANATH SABALE**



**AJAI KUMAR**



**PIRUZ KHAMBATTA**  
(AHMEDABAD)



**SURESH PANSARI**



**BAJAJ**  
BUILT FOR LIFE

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**REPLACEMENT\***  
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T&C apply. \*Applicable at point of purchase (Retailer) and is not applicable for home service. Warranty will be against manufacturing defects and will cover only domestic usage of products.

For more details, please visit: [www.bajajelectricals.com/terms-and-conditions/2023](http://www.bajajelectricals.com/terms-and-conditions/2023)



Scan to know more



# EXECUTIVE COMMITTEE

2022-2024



**ASHA IDNANI**

CHAIRPERSON, CONSUMER  
GRIEVANCES REDRESSAL COMMITTEE



**BHALCHANDRA  
BARVE**



**PRAMOD SHAH**



**NIKI HINGAD**



**BHUPENDRA  
CHHEDA**



**RITESH BHATIA**



**KIREN SRIVASTAV**

CHAIRPERSON,  
CFBP CREATIVE ARTS FESTIVAL



**NIRALI BHATIA**



**PAYAL KOTHARI**



**KAVITA AGARWAL**  
CHAIRPERSON  
(WEST BENGAL  
CHAPTER)



**RICHA SHAH**  
CO-CHAIRPERSON  
(WEST BENGAL  
CHAPTER)



**MEGHANA  
MALKAN**



**LEENA GUPTA**



**SONAL  
CHORARIA**  
(KOLKATA)



**DR. VASAVI  
ACHARYA**  
(GUWAHATI)



**MENAKA DEORAH**



**NIKITSHA  
CHOPRA**

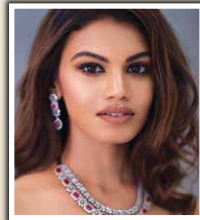
## SOCIAL INFLUENCERS



**MANASA VARANASI**  
(FEMINA MISS INDIA 2020)



**DR. ZAREEN  
DELAWAR HUSSAIN**  
BANGLADESH



**ARADHANA NAYAR**  
(FREELANCE ANCHOR AND  
EX-FEMINA MISS INDIA FINALIST)



**APARAJITA JHA**  
(EX-GLADRAGS  
MRS. INDIA FINALIST)



**SRAVANYA PITTIE**  
(INTERIOR DESIGNER  
AND LUXURY TABLEWARE)



**SHILPA BHAGAT**  
MRS INDIA WORLD 2013  
FOUNDER - FITISTAN  
CO FOUNDER -  
WOMAN LEADERSHIP CIRCLE

## INVITEES - 2022-2024



**NEHA  
RANGLANI**



**TANVI SHAH**



**SHIPRA DAWAR**  
(NEW DELHI)



**PRACCHI MEHTA**



**DR. SAMEERA  
DESAI GUPTA**



**DR.  
YATRI THACKER**



**DR. GEETA SAJID  
FAZALBHOY**



**DR. BINDU  
STHALEKAR**



**DR. KARISHMA  
KIRTI**



**ANURADHA KAPOOR**  
(KOLKATA)



**DR. PRIYANKA  
BAJORIA GUPTA**



**RUCHITA MEHTA  
CHHEDA**



**SNEHA AGARWAL**  
(AHMEDABAD)



**SHIVALI  
PARKASH**



**PRAGYA GOSWAMI**



**RUPALI SETH**



**YOGITA PASRICHA**



**KIRAN KHANNA**



**RUBY MUSTAN**



**JALPA MERCHANT**



**AARATI SAVUR**



**SOHINI ROHRA**



**POOJA  
RAISURANA**



**SHALINI IYENGAR**  
(YALE UNIVERSITY,  
CONNECTICUT AND KOLKATA)



**PRIYANKA SETHY**  
(HARVARD UNIVERSITY,  
MASSACHUSETTS)



**DEVIKA BHARTIA  
BAJAJ (NAGPUR)**



**SHIVANI RANA**



**RADHIKA DALMIA**  
(KOLKATA)



**MONAZ RANINA**



**TANYA MALIK**  
(NEW DELHI)



**RAGINI GOYAL**  
(SILIGURI)



**KUNHI SAIKIA**  
(YOUTH CHAPTER,  
GUWAHATI AND NORTH-EAST)



**VIVAAN HINGAD**  
(STUDENTS CHAPTER)

# Heartfelt from The President



## SWAPNIL S. KOTHARI

The months of June and July have been primarily spent on curating the Holistic Summit 2.0 to be held on 10<sup>th</sup> August at Taj Lands' End, Bandra. Approximately, 10-15 women under the leadership of both Dr. Mickey Mehta (Advisory Board Member and Chairman, Wellness Committee) and Leena Gupta (Executive Committee Member) have been busy setting up Panels and securing Stalls for the mega-Event.

We did hold a Webinar on 20<sup>th</sup> July to rope in young minds curated by our Students' Chapter representative and Invitee Kunhi Saikia based in Assam. It addressed various challenges faced by the youth in the sphere of Education -particularly Infrastructure, Fee Structure and Assessment and Gender Equality.

When the Society magazine had its digital re-launch, it was a very decent affair with the noted actress Manisha Koirala as the Chief Guest. Meeting the veteran Nari Hira and others and standing alongside her was a satisfying moment as I was invited impromptu to share the stage with her by the Management. Also, I had the opportunity to attend the ET 40 under 40 Awards – a flagship programme of Bennett Coleman Group. It saw the captains of industry and key professionals both as Jury and Audience honouring 40 young achievers. CAFÉ PEHCHAAN 4/0 will be held in Kolkata on 1<sup>st</sup> August at ITC Royal Bengal. One of the main guests is Pooja Bedi, who will talk about her journey from Actress to a Wellness Entrepreneur. It made sense to meet her along with Dr. Mickey Mehta to set the tone for another mega-Event – CAFÉ PEHCHAAN.

This time, we have our regular contributor Advisory Board Member and Chair, Marketing Committee Mr. Jagdeep Kapoor enlighten us on why expansion of Brand through more stores is imperative. Also, our Invitee Jalpa Merchant educates us on the importance of verbal communication and how it can be effective.

As President, I work hard to ensure that CFBP continues to maintain its stature, and at the same time, further its objectives and attain dizzy heights. With the support of my capable Team, the efforts that we put in are by themselves a benediction. I end with a quote from that great freedom fighter of ours and whose values formed the premise of the foundation of this great organization CFBP,

*Satisfaction lies in the effort, not in the attainment. Full effort is full victory.*

**Mahatma Gandhi**

# PATRON MEMBERS

All our esteemed readers including all other non-Patron Members are encouraged to call us and let us know if they are interested in becoming Patron Members and it's resultant benefits besides the fact that this List shall be published in every Newsletter (which comes out every two months and goes to about 1000 readers).

**Mr. Anand Mahindra**  
Chairman  
(Mahindra Group) Mahindra  
& Mahindra Limited

**Mr. A. M. Naik**  
Group Chairman  
Larsen & Toubro Limited

**Mr. A. Balasubramanian**  
Managing Director &  
Chief Executive Officer  
Birla Sun Life Asset  
Mgmt. Co. Ltd.

**Mr. Ashok Bhansali**  
Blue Diamond Exporters

**Mr. Anil Valbh**  
Entrepreneur and  
Businessman  
Florida, United States

**Mr. Amit Y. Modak**  
Director-CEO,  
P. N GADGIL & SONS LTD

**Mr. B. Ramesh Babu**  
Managing Director and  
Chief Executive Officer  
Karur Vysya Bank Limited

**Mr. Bhupendra Chheda**  
Chairman  
Roman Group

**Mr. Bhupinder Khara**  
Sr. VP  
JSW Steel Coated  
Products Ltd.

**Mr. Dilip G. Piramal**  
Chairman  
VIP Industries Ltd.

**Mr. Dinesh Kumar Khara**  
Chairman  
State Bank of India

**Mr. Girish Wagh**  
Executive Director  
Tata Motors Limited

**Mr. Hrishikesh A. Mafatlal**  
Trustee  
Seth Navinchandra Mafatlal  
Foundation Trust

**Mr. Jagdeep Kapoor**  
Chairman  
Samsika Marketing  
Consultants

**Mr. Jamshyd N. Godrej**  
Chairman &  
Managing Director  
Godrej & Boyce Mfg. Co. Ltd.

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Chief Executive Officer  
& Managing Director  
Tata Consultancy Services

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Executive Director and  
Chief Financial Officer  
Tata Steel Limited

**Mr. Kundan Singh**  
Deputy Director -  
Marketing & Operations,  
Lilavati Hospital  
and Research Centre

**Mr. Manoj Israni**  
Vice Chairman &  
Managing Director  
Blue Cross Laboratories  
Pvt. Ltd.

**Mr. M C Tahilyani**  
Managing Director  
Forbes & Company Limited

**Mr. Mukesh Ambani**  
Chairman &  
Managing Director  
Reliance Industries Limited

**Mr. M. Senthilnathan**  
Chairman &  
Managing Director  
ECGC Ltd.

**Ms. Menaka Deorah**  
Maeka Water, Auroville

**Mr. Mayank Agarwal**  
Incredible Industries  
Limited

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Chairman  
Bajaj Auto Limited

**Mr. Natarajan  
Chandrasekaran**  
Chairman  
Tata Sons Limited

**Ms. Nisaba Godrej**  
Executive Chairperson  
Godrej Consumer  
Products Ltd.

**Mrs. Nayantara Jain**  
Partner  
Inox Chemicals LLP

**Mr. Niranjan  
Jhunjunwala**  
Trustee  
Purshottamdas  
Fatehchand Charity Trust

**Mr. Narendra Kumar  
Baldota**  
Chairman &  
Managing Director  
MSPL Ltd.

**Mr. Niraj Bajaj**  
Chairman &  
Managing Director  
Mukand Limited

**Dr. Parul Banker**  
Director  
Bankers Cardiology  
Pvt. Ltd.

**Mr. Prashant Khemka**  
Founder - Chairman  
White Oak Capital Group

**Mr. Rahul Chawla**  
Managing Director & Co-Head  
of Investment Banking Coverage  
& Head of Global Credit  
Trading, Deutsche Bank

**Mr. Rajan Kilachand**  
CEO  
Dodsal Pvt. Ltd

**Mr. Raju Barwale**  
Managing Director  
Mahyco Seeds Limited

**Mr. Rajesh Kumar  
Jhunjunwala**

**Mr. Rajesh Nuwal**  
Director  
India Nivesh Capitals Ltd.

**Mr. Rajiv Podar**  
Managing Director  
Nawal Finance Private  
Limited

**Mr. R. Mukundan**  
Managing Director & CEO  
Tata Chemicals Limited

**Mr. Shashikumar  
Sreedharan**  
Managing Director  
Microsoft Corporation (I)  
Pvt. Ltd.

**Mr. Sanjay Dangi**  
Director  
Authum Investment &  
Infrastructure Limited

**Mr. Siddharth  
Raisurana**  
Fynehand Group  
LLP

**Mr. Shekhar Bajaj**  
Chairman &  
Managing Director  
Bajaj Electricals Limited

**Mr. Sanjiv Mehta**  
Chairman &  
Managing Director  
Hindustan Unilever Limited

**Mr. Sandeep  
Parasrampur**  
Founder & CEO,  
Dynamic Conglomerate  
Pvt. Ltd.

**Mr. Sarosh Amaria**  
Managing Director  
Tata Capital Financial  
Services Limited

**Mr. Salil Parekh**  
Chief Executive Officer  
and Managing Director  
Infosys Technologies Limited

**Mr. Suresh Pansari**  
Co-founder & Director  
Rashi Peripherals Limited,  
Mumbai

**Mr. Savji Dholakia**  
Chairman & Founder,  
Hari Krishna Exports  
Pvt. Ltd.

**Mr. Sharad Upasani**  
Chairman  
Blue Dart Express Limited

**Ms. Shipra Dawar**  
Founder and CEO,  
iWill & ePsyClinic

**Mr. Som Sengupta**  
Director  
Specialty Products  
and Services (India) LLP

**Mr. Samir Agarwal**  
Director  
Indcap Advisors Pvt. Ltd.

**Ms. Tanvi Shah**  
Nutritionist, Chef and  
Sustainable  
Fashion Designer

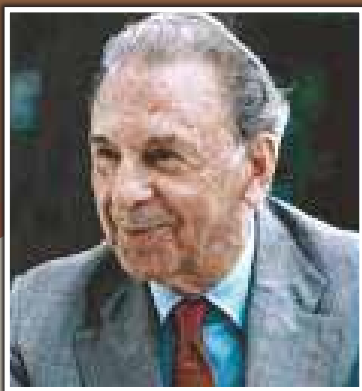
**Mr. Vijay. K. Chauhan**  
Chairman &  
Managing Director  
Parle Products Pvt. Ltd.

**Mr. Vijay S. Khetan**  
Managing Director  
Krishna Developers Pvt. Ltd

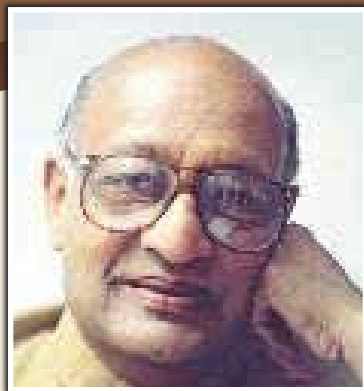
**Mr. Vineet Bhatnagar**  
Managing Director  
PhillipCapital (India)  
Pvt. Ltd.



## MAIN FOUNDERS



**J. R. D. Tata**



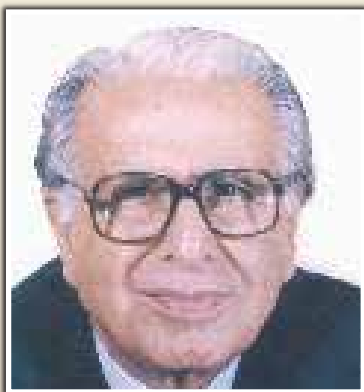
**Ramkrishna Bajaj**



**S. P. Godrej**



**F. T. Khorakiwala**



**Naval Tata**



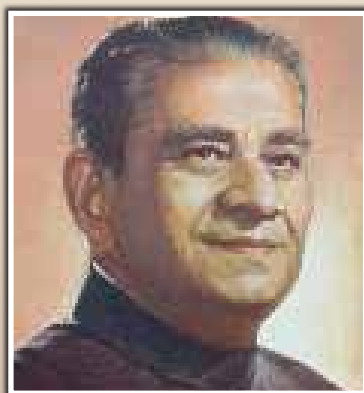
**Arvind Mafatlal**



**J. N. Guzder**



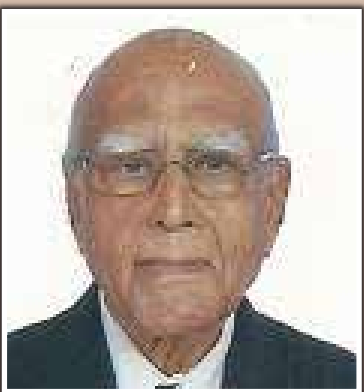
**Ashok Birla**



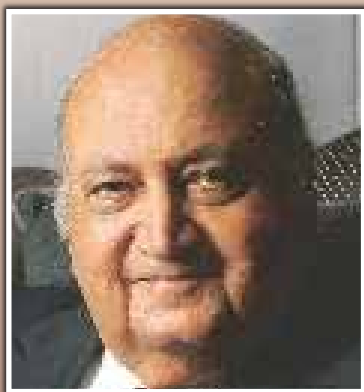
**B. D. Garware**



**Harish Mahindra**



**Vishnubhai Haribhakti**



**Keshub Mahindra**

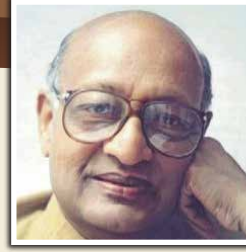
## PAST PRESIDENTS



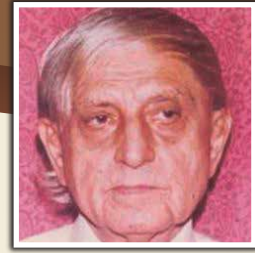
Arvind Mafatlal | 1966-69



Naval Tata | 1969-71



Ramkrishna Bajaj | 1971-72



S.P. Godrej | 1972-74



P.A. Narelwala | 1974-75



Y.A. Fazalbhoj | 1975-77



Harish Mahindra | 1977-83



F. T. Khorakiwala | 1983-87



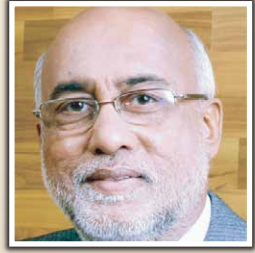
J. N. Guzder | 1987-90



Nalin K. Vissanji | 1990-92



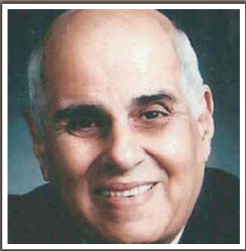
A. H. Tobaccowala | 1992-96



Shekhar Bajaj | 1996-98



A. S. Kasliwal | 1998-2000



K. N. Suntook | 2000-02



V. S. Palekar | 2002-04



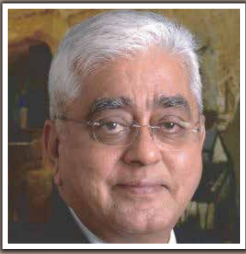
V. B. Haribhakti | 2004-06



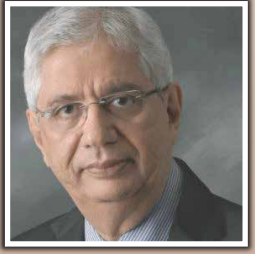
Dinesh Parekh | 2006-08



Ramesh K. Dhir | 2008-10



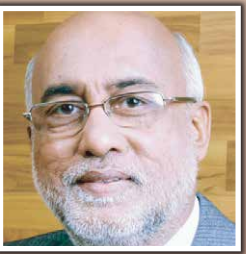
Suresh Goklaney | 2010-12



Hoshang Billimoria | 2012-14



Shyamniwas Somani | 2014-16



Shekhar Bajaj | 2016



Kalpana Munshi | 2016-18



Swapnil Kothari | 2018-26



# WEBINAR

20th July, 2024

## CFBP

COUNCIL FOR FAIR  
BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ

# WEBINAR

CFBP in association with ECDF

PRESENTS



## A Webinar by Young Voices

**TOPIC:** Fair Practices in Education: Fee Structure, Infrastructure, Fair Assessment, Gender Fair School Environment

**20TH JULY 2024 (SATURDAY) | 4-4:45 PM (IST)**



**SWAPNIL KOTHARI**  
President, CFBP



**DR. VASAVI  
ACHARJYA**

Chairperson - ECDF | DNAF | CEDRC |  
M.D. IIFPL & Tender Petals Preschools |  
Executive Committee Member, CFBP

JOIN US **LIVE** ECDF Global Voices

### MODERATOR



**Kunhi Saikia**

Graduate in Bachelor of  
Commerce | CFBP Invitee

### PANELISTS



**Agnivh Prakash Bora**

Head of ECDF Youth Squad,  
Grade Xth, Assam Valley School,  
Assam



**Sanskriti Bhardwaj**

Dr BR Ambedkar University  
Delhi | 3rd year student



**Shaheer Ayaz**

Beaconhouse School System,  
Grade VII | Hyderabad



**Nisar Haider**

Beaconhouse School System,  
Grade VII | Hyderabad



**Sahitra Biswas**

Hiranandani upscale school  
Grade VIII, Chennai



**Arianna Asad**

Beaconhouse School System,  
Grade VII | Hyderabad



**Fatima Ali**

Lahore Grammar School  
(Karachi branch), Grade 8  
Karachi

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ecdforum



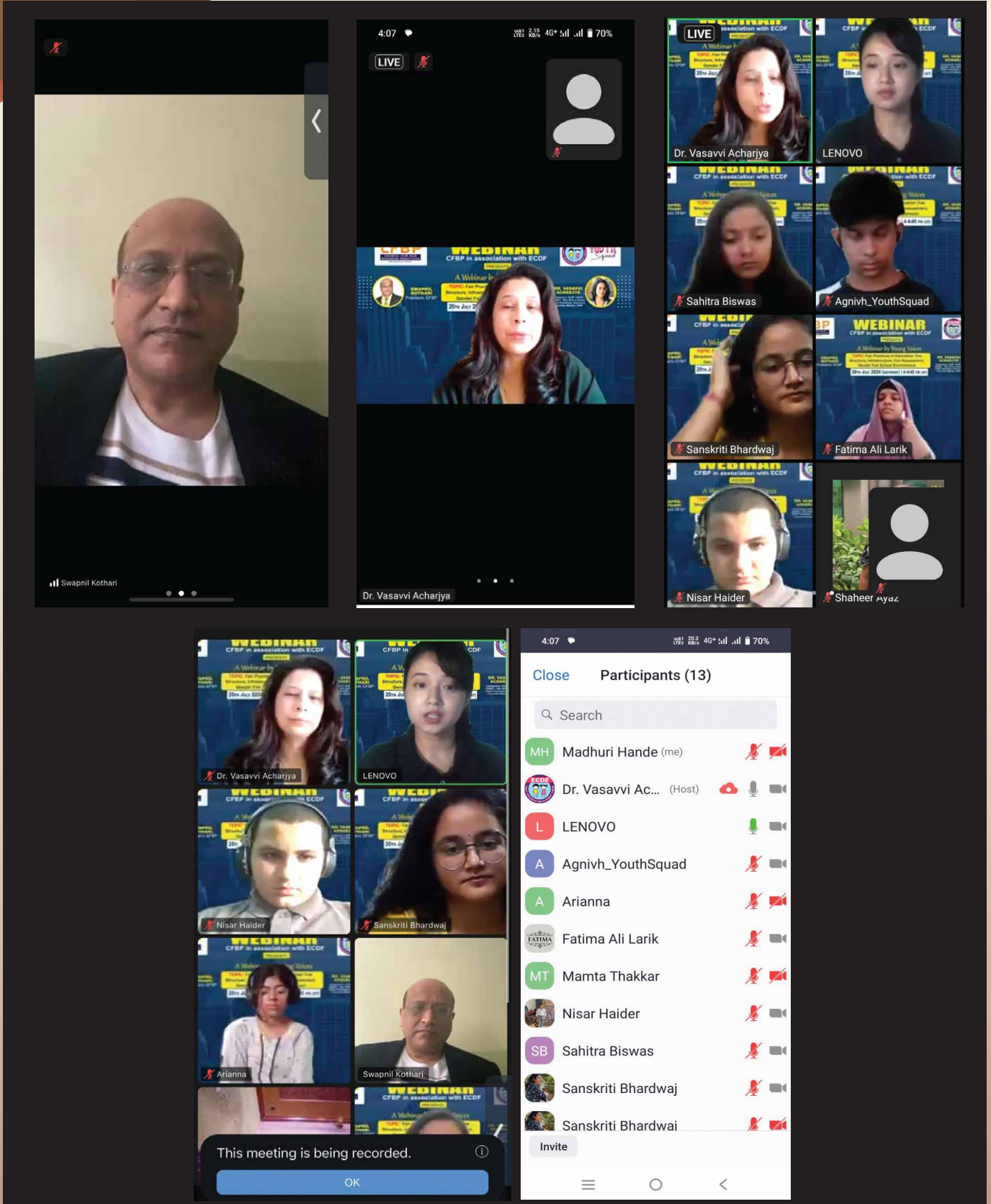
earlyforum



ecd-forum

# WEBINAR

20th July, 2024





# THE ET 40 UNDER 40

The ET 40 under 40 Awards is one of the flagship Events of the Bennett Coleman Group. The Trident - Nariman Point was host to many a who's who of the country both as Jury and Audience in addition to some deserving winners! Pooja Bajaj and Jonty Rhodes always good to talk to - especially Jonty on Surya's catch at the T20 World Cup (which he graciously thought was fair)! With Mrs. Ambani gracing the Jury Chair and Mrs. Rajshree, Kumar, Neerja and Ananya Birla (one of the Awardees), Uday Kotak, Vishal Kampani - a Jury Member (who agreed to be a Speaker at one of our future functions) and many others present and knowing about CFBP, it was a great evening!!!





# THE ET 40 UNDER 40



AADIT PALICHA	AASAWARI KANE	ABHYUDAY JINDAL	ADITYA SHUKLA	AKHIL BAWI	ALAKH PANDEY	ANAN MISHRA	ANVI GUPTA	ANVIT PRAHAL
ANISHA CHAND	ANKIT GARG	ANKIT MEHTA	APOORVA MEHTA	ARAVIND SRINIVAS	CHHARAKYA HEDGATA	DEVIKSH BISHNOIYAN	DIYATA JAIN	SINSH PAUL
ISHENDRA AGARWAL	JEET ADANI	KARTIKEYA KAJI	KSHITIJ SHETHI	KUNDHAVI RAMACHANDRAN	MEHAKI SARA	POONAM BHARGAVAN	PARVIZ MEENA	RAVIND KUMAR
PRIYANKA SALOT	SALAVI ANAND	PRIYANKA SALOT	RISHI ARORA	SANJEEV BARNWAL	SHASHANK KUMAR	SHRIMATI RAJAPATRODHARAN	SUSHIL KATWANI	VEERU JAIN



## RE-LAUNCH OF THE SOCIETY MAGAZINE



**Swapnil Kothari, President CFBP** at the re-launch of the Society Magazine. With the legendary octogenarian **Nari Hira** and the talented **Manisha Koirala** on stage, it was indeed a pleasant surprise for me to be invited to share the stage with her.

## Setting the tone for a successful Café Pehchaan - an interactive meeting with Pooja Bedi



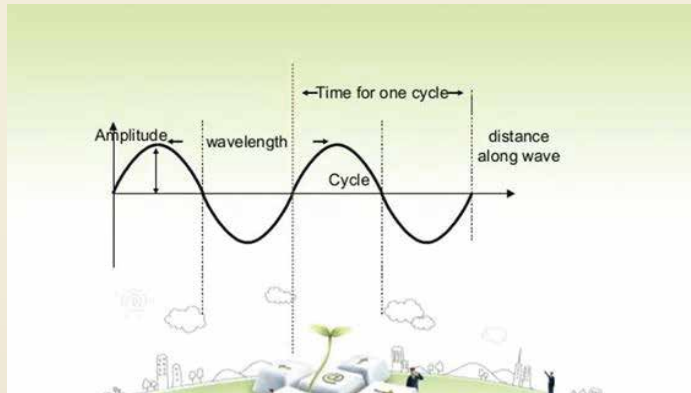


# VERBAL COMMUNICATION



## PITCH • TONE • VOLUME

A sound wave is the pattern of disturbance caused by the movement of energy traveling through a medium (such as air, water or any other liquid or solid matter)



### 1. What are pitch, tone, and volume?

Pitch, tone, and volume are three aspects of your vocal delivery that affect how your message is perceived and understood. Pitch is the highness or lowness of your voice, tone is the quality or mood of your voice, and volume is the loudness or softness of your voice. By varying these elements, you can create contrast, emphasis, and interest in your speech.



Jalpa Merchant

It is important to use vocal variety to keep your audience's attention and to emphasize different points in your speech. For example, you can use a lower pitch and slower pace to convey seriousness, or a higher pitch and faster pace to convey excitement. You can also use vocal variety to create different moods and atmospheres. Your tone can be used to express your emotions and attitudes. For example, you can use a warm and friendly tone to connect with your audience, or a more serious tone to convey the importance of your message.



## Pitch

- **Pitch** refers to the highness or lowness of a speaker's voice tone.
- Change in pitch is called **inflection**.
- A speaker's inflection helps us distinguish between a question and a statement, as well as gauge the emotion of the speaker.
- Avoid speaking in **monotone** when you never change the pitch of your voice at all!

### 2. How to use pitch effectively?

Pitch can help you convey different meanings and emotions in your speech. For example, a high pitch can indicate excitement, surprise, or curiosity, while a low pitch can indicate seriousness, authority, or boredom. You can also use pitch to signal the structure of your speech, such as raising your pitch at the end of a

question, lowering your pitch at the end of a statement, or changing your pitch to introduce a new topic. To use pitch effectively, you need to be aware of your natural pitch range and practice expanding it with vocal exercises.

A higher pitch can convey enthusiasm, while a lower pitch can establish authority. Adjust your pitch to match the content or situation, and remember to maintain a natural delivery.

### 3. How to use tone effectively?

Tone can help you convey your attitude and intention in your speech. For example, a warm and friendly tone can build rapport and trust



with your audience, while a cold and harsh tone can create distance and conflict. You can also use tone to match the purpose and context of your speech, such as using a formal and professional tone for a business presentation, or a casual and humorous tone for a personal story. To use tone effectively, you need to be aware of your vocal habits and practice adapting them to different situations and audiences. Your tone should reflect the emotion or attitude behind your message. Adopt a warm, friendly tone for approachability, or a more serious tone when discussing important topics.

## STONE OF VOICE AND COMMUNICATION

### The Pros and Cons of each type of Communication

<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Funny</div> <p><b>Pro:</b> Can be friendly, playful and witty. People may feel more relaxed.</p> <p><b>Con:</b> Can be seen as being overfamiliar and unprofessional. Use with caution - you may not be as funny as you think!</p>	Opposite Traits	<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Serious</div> <p><b>Pro:</b> Can give a sense of trust and capability. People may feel you are reliable and honest.</p> <p><b>Con:</b> Can come across as dull, terse or too serious! People may pick up a lack of emotion or interest in them.</p>
<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Formal</div> <p><b>Pro:</b> Can reflect professionalism and a sense of authority. People may be more likely to trust what you say.</p> <p><b>Con:</b> Can appear to lack personality or empathy and can seem indifferent.</p>	Opposite Traits	<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Casual</div> <p><b>Pro:</b> Can be casual, conversational and relaxed. People may feel more comfortable and at ease.</p> <p><b>Con:</b> Can come across as unprofessional or lacking in knowledge.</p>
<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Respectful</div> <p><b>Pro:</b> Can be caring and sympathetic. People may feel that you are on their side.</p> <p><b>Con:</b> Can give the impression that you are ingratiating yourself and can appear false.</p>	Opposite Traits	<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Irreverent</div> <p><b>Pro:</b> Can project confidence and attitude, e.g. we can always beat our competitors. If done well, it can make you unique.</p> <p><b>Con:</b> Taken too far, people may be offended or agitated.</p>
<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Enthusiastic</div> <p><b>Pro:</b> Can be passionate and quirky. People may feel keen and excited.</p> <p><b>Con:</b> Too much enthusiasm can wear people out. A little enthusiasm goes a long way.</p>	Opposite Traits	<div style="background-color: #00a09a; color: white; padding: 2px; text-align: center; font-weight: bold;">Matter-of-Fact</div> <p><b>Pro:</b> Can give a sense of honesty and be informative without all the window dressing.</p> <p><b>Con:</b> Can come across as boring or lacking interest. At the extreme, people may perceive you as blunt and outspoken.</p>



#### 4. How to use volume effectively?

Volume can help you convey your confidence and enthusiasm in your speech. For example, a loud volume can indicate assertiveness, passion, or urgency, while a soft volume can indicate humility, intimacy, or subtlety. You can also use volume to create contrast and emphasis in your speech, such as using a loud volume to highlight a key point, or a soft volume to draw attention to a detail. To use volume effectively, you need to be aware of your natural volume level and practice adjusting it with breath control and projection.



- It doesn't matter how good your speech is, if your audience cannot hear you!
- Your own voice always sounds louder to you than it does to your audience.
- Vary your volume as you deliver a speech to add emphasis and create other specific effects.

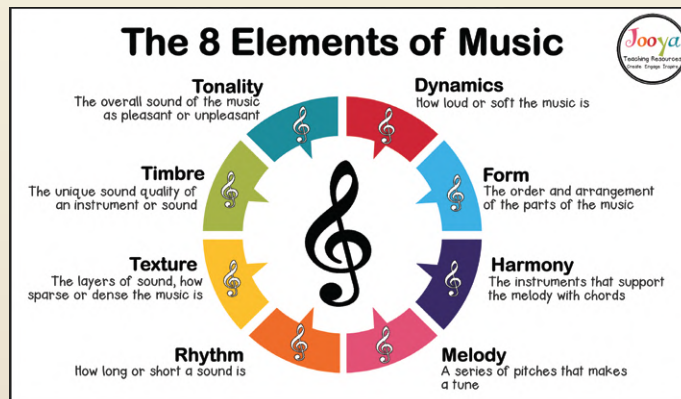
Ex: loud → amplifies emotion

soft → to draw close attention of the audience or to suggest important privileged information.



#### 5. How to combine pitch, tone, and volume effectively?

Pitch, tone, and volume are not independent elements, but interrelated and complementary aspects of your vocal delivery. To combine them effectively, you need to consider the message, the audience, and the occasion of your speech. For example, if you want to persuade your audience to take action, you might use a high pitch, a positive tone, and a loud volume to convey enthusiasm and urgency. If you want to inform your audience about a complex topic, you might use a low pitch, a neutral tone, and a moderate volume to convey clarity and credibility. If you want to entertain your audience with a funny story, you might use a varied pitch, a playful tone, and a dynamic volume to convey humor and interest.



### Radio Launch with a Giant Hrishikesh Kannan



Reel by @hrishikay

1 likes, 0 comments - hrishikay ...  
www.instagram.com

<https://www.instagram.com/reel/C-Cla0TIVy-/?igsh=MTk1dHF4azZmamxrMQ>

As a grand precursor to the Holistic Summit 2.0, Mickey and I were privileged to give it a befitting Radio Launch with a **Giant Hrishikesh Kannan** (well-known as Hrishik and who interviews only celebrities of all vocations and whose shows are very very handsomely paid for by those celebrities) of 94.3 RadioOne and its National Brand Head - an offshoot of Hindustan Times! Both of us have mentioned almost everyone who is a part of the programme and have also introduced the upcoming Cafe Pehchaan!!

The Link to register is put up on the Website [www.cfbp.org](http://www.cfbp.org)

My gratitude to Mickey for this complimentary introduction of Holistic Health (I have done one earlier for CFBP and its activities - thanks to Mickey!)



Inspire Excellence

### Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

## CFBP - Jamnalal Bajaj Awards For Fair Business Practices



The Awards are conferred every year on business and associations, which display an outstanding commitment to Fair Business Practices. It comprises the prestigious CFBP Trophy and a laudatory Citation. The Awards are open to all Public/Private Sector, Co-operative Ventures, Service Industries, Partnership and Proprietary business, Federations/ Chambers of Commerce, Trade Association and Charitable organizations from all over India.

The Council for Fair Business Practices (CFBP) is a unique, self regulatory body of business and industry dedicated to upholding the voluntary Code of Fair Business Practices. Formed in 1966, CFBP

instituted these Awards in 1988 in memory of the Shri Jamnalal Bajaj to honour those who adhere to Fair Business Practices in the interest of the consumer and the community at large.

### Calling for Award Nomination for 2024-2025

**The Awards recognize excellence in the following categories:**

• Manufacturing Enterprises Services • Trade And Distribution Sector • Charitable Association

**Applications are invited from -**

(a) Large Enterprises (turnover above Rs. 1,000 crores) and (b) SMEs (turnover between Rs. 50 and 1,000 crores)

Last Date : 30th October, 2024

For Details Contact:

## Council For Fair Business Practices (CFBP)

Great Western Building, 130/132, Shahid Bhagat Singh Road, Opp. Lion Gate,  
Next to Cama Hall, Mumbai 400 023.

Phone: 2288 5249, 2284 2590 Fax: 2284 4783

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Column

BUSINESS INDIA ■ THE MAGAZINE OF THE CORPORATE WORLD

## Score with more stores

Brands win minds and hearts through the expansion of brand stores

The Indian retail market has been growing at a fast pace, reaching almost \$900 billion today and, within the next 10 years, could almost double. There is a change in the consumer behaviour and the retail behaviour landscape in India, driven by desires, better purchasing power, exposure due to travel and media and the aspiration to be 'world class'. Brand stores have now started growing more and more in number. Organised retail has pushed this sector and accelerated its growth.

Croma, is celebrating the opening of its 500th store, spreading its presence all over India. Started in 2006, Croma caters to the consumers' multi-brand digital gadgets and home electronic needs. With its great ambience and spreading across 180 towns, it is a great example of a brand store, growing more and more.

Reliance Retail, the largest in the Indian retail sector, also started in 2006. And, now, it has become the largest retailer in terms of revenue too. It has over 18,836 store locations in over 7,000 towns, with its retail outlets offering foods, groceries, apparel, footwear, toys, home improvement products, electronic goods and much more. The speed of Reliance Retail's spread and growth has been phenomenal and it is another example of brand stores going up more and more in number.

Another example of brand stores growing more and more is the brand Lenskart – an Indian multinational optical prescription, eyewear retail chain, which has more than 2,000 retail stores. Almost 25 per cent of them are out of India.

Raymond, yet another example of branded organised retail, has grown by leaps and bounds. With 1,500 retail outlets located across 600 towns in India, it definitely is a flagbearer of the organised retail industry. It offers superior quality fashion fabric brands, with an exquisite range of suiting fabrics across a number of options, such as worsted fabrics, cotton, wool, blends, linen and denim. The ethnic culture, exquisite clothing and the comfort of couture in each of its brands, whether, they be Raymond or Park Avenue or Colorplus or Ethnix by Raymond, have been appreciated by the consumer. They offer 'Made to Measure' stores too and also manufacture suits, blazers, shirts and jeans. The Raymond store clearly demonstrates the growing power of the Indian retail industry, making the brand stores visible more and more.

Aditya Birla Fashion Retail Ltd has a strong network of 3,977 brand stores across the country. It has a range of leading brands such as Louis Philippe, Van Heusen, Allen Solly, Peter England, etc. Pantaloons



JAGDEEP KAPOOR

and The Collective, amongst India's leading fashion retailers, also offer Indian and international brands respectively.

The company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva and Marigold Lane. ABFRL has shown growth and spread of stores across the length and breadth of the country. This is another example of how brands score with more stores.

DMart, a one-stop supermarket chain, aims to offer customers a wide range of basic Home and Personal products under one roof. Each DMart store stocks home utility products – food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more – made available at competitive prices that consumers appreciate.

DMart today has a well-established presence in 366 store locations across the country. It started its first store at Powai, Mumbai, and then spread all



across. One of the reasons for its success is the fact that it went for more and more stores.

Starbucks has 390 stores in India and is growing rapidly. This is yet another successful example of a brand scoring with more stores. In fact, Starbucks is planning to open two new stores in India each week. The Tata Starbucks joint venture has been highly successful, because of its growing presence across towns. And, within towns, it gives a boost to availability and access to consumers to enjoy their cup of tea or coffee. Starbucks aims to move towards 1,000 store mark in the next few years.

Established in 1998, as part of the Tata group, Trent Ltd operates Westside, one of India's largest and fastest growing chains of retail stores, with over 200 outlets. Westside brings about offerings related to fashion, food, beauty and home products. It is one of the fastest growing chains. Trent ventured into the hypermarket business in 2004, with Star Bazaar. Keeping things forever, fresh, clean and modern

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JUNE 24-JULY 7, 2024





format makes daily grocery food and shopping for the householders easy. Star Bazaar also has gained momentum under the Trent group.

Another example of a brand that grows due to its number of stores is Tanishq, the jewellery brand. An Indian jewellery brand and a division of Titan company, Tanishq, founded in 1994, has grown big; it now has 410 retail stores across more than 240 cities in India and countries abroad. It is the market leader in branded jewellery stores and continues to grow through its retail presence. The brand experience at its stores is excellent and it has been able to create the gold standard in jewellery retail stores business.

Monginis, the cake shop brand, also began with one humble shop in Fort Mumbai but it has now grown to over 1,400 store locations throughout India since its beginning in 1956. The Khorakiwala family has taken the brand to great heights – so much so, that it is a testimony to the strategy of ‘brands scoring with more stores.’ Apart from cakes, Monginis also serves savouries and beverages and is a favourite amongst consumers.

Another brand, the footwear specialist Metro Shoes, has 836 stores in 193 cities. Metro Shoes has grown from strength to strength. It has not only walked the talk but also has run and galloped in terms of growth, bringing alive the strategy: *Brands score with more stores.*

Thus, we see that the strategy of ‘brands scoring with more stores’ has been highly successful in the Indian branded retail market. In fact, if we look at the well-being of consumers and the growth of the companies, it can be seen that more stores have been a major contributor to this success. Whether the stores are on the Main Street, in the mall or in a nook or corner, brands *do* score with more stores.



The real essence of this strategy comes alive through my Brand Mantras: *joh dikhta hai woh bikta hai.* It enhances visibility across the length and breadth of the country and, therefore, brands score more with more stores.

My second brand mantra, *jo milta hai woh khilta hai*, emphasises availability, that gives access easily to consumers to be able to pick up one’s favourite brand near home or near work place or even while one travels or is on vacation. It has to be noted that while people have the money to buy, many a time, they do not have the time to buy.

My next brand mantra is about relationship: *sambandh nahin toh sab bandh.* The consumers’ relationship with their favourite retailer and their proximity are helpful and make sales and companies grow, prosper both in topline and bottomline. Brands truly score more with more stores. Relationship is a strong bond, which helps generate repeat sales from the same retailer, sometimes even the same counter sales person in the same retailer, through the same consumer and his family. Therefore, relationship is important.

And finally, brands score with more stores, because it gives an opportunity to retail outlets to serve the consumers better in terms of customer service, which is critical in these days. So, my brand mantra is: ‘First serve, then deserve,’ which is an important ingredient in brands and companies growing, especially if you are in the retail store segment.

Hence, India’s growth does not only depend on increase of investment in capital goods, or on producing good products, or on innovation; it also depends on the organised, branded retail sector, helping the brands created to reach easily and readily to the consumers to increase consumption and to serve them well.

So the mantra, brands score with more stores, should be kept in mind by companies that want to be in a position to not only be available, but also visible, build a relationship with consumers and serve them well, so that the prosperity of the consumer translates into the growth of the company both in terms of top line, sales growth and bottom-line profit growth.

So, brand builders, go ahead and score with more stores!



## Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

## BE A PROUD CFBP MEMBER

CFBP was established in 1966 by stalwarts of business & industry like Mr. J.R.D. Tata, Mr. Ramkrishna Bajaj, Mr. Arvind Mafatlal, Mr. F.T. Khorakiwala, Mr. Naval Tata, Mr. S. P. Godrej, Mr. J.N. Guzder, and Mr. Keshub Mahindra & others who recognized the imperative need of business & industry to regulate itself.

CFBP undertakes a wide spectrum of initiatives to further its mission by educating and creating awareness among businessmen, professionals and consumers about their respective rights, duties and obligations through workshops, seminars, publication, Audio Visual Presentations etc. It serves as a bridge between the manufacturers & consumers for promotion of good business relationship.

### Role of CFBP Members

1. Your responsibility is to create awareness about Fair Business Practices.
2. To motivate Manufactures and Professionals to participate in CFBP Jamnalal Bajaj Awards for Fair Business Practices.
3. To organize Various Consumer Education Programs.
4. To create awareness among people to reach out to the Council for Consumer Grievances.
5. To display the CFBP Certificate prominently in your organization / office.
6. To motivate people to do the testing of their food products at CFBP Ramkrishna Bajaj Testing Centre at S.N.D.T., Juhu.
7. To motivate schools / college authorities to organize consumer awareness programs in the schools / colleges.
8. To motivate people to become members & follow the mission of CFBP towards Fair Business Practices.

## CODE OF CONDUCT

TO	NOT TO
<ul style="list-style-type: none"> <li>Maintain the highest ethical standards in business and professions.</li> <li>Ensure maximum transparency to the satisfaction of consumers and other stakeholders.</li> <li>Consider objectively the viewpoint of the consumers.</li> <li>Satisfy the consumer with prompt, efficient and friendly service at a reasonable price.</li> </ul>	<ul style="list-style-type: none"> <li>Use media to mislead consumers.</li> <li>Knowingly support activities, which are against the laws of the land.</li> <li>Misuse an advantageous market position to the detriment of consumers.</li> </ul>

Redressal of Consumer Grievance: CFBP plays a key role to protect and satisfy consumers and redress their grievances. CFBP enhances better communication between complainant and organization complained against, by arranging joint meetings. Through such meetings, many of the cases are resolved to the satisfaction of both parties.

**Membership:** You can become the member in following categories

Patron  
Member

Benefactor  
Member

Donor  
Member

Life  
Member

Long  
Term Member

Association  
Member



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**COUNCIL FOR FAIR BUSINESS PRACTICES**

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Edited and published by Council for Fair Business Practices