

Ekatva Edge

An Exclusive Business Newsletter

For private circulation only

May 2025

Managing Editor: Nikhil Ballal | VOLUME: 01 | ISSUE:01 | THANE | 4 PAGES | Supported by : [ठाणेवैभव](#)

Network to Net 'Worth'

Ekatva and business have become synonymous in Thane. With a deep-rooted entrepreneurial spirit, we possess an acute understanding of the dynamics within our closely-knit community. A conducive entrepreneurial environment and a robust business ecosystem are essential for unlocking the growth potential of any venture. To achieve this objective, we initiated an ambitious journey from Wagle Estate—Thane's distinguished centre of commerce. We take pride in being recognized as the founders of Wagle and are committed to revitalizing Wagle Estate, establishing its rightful identity as the business hub of Thane through our series of strategic business parks.

Currently, various business parks are flourishing throughout Thane, and we are pleased to observe their success. These parks host a diverse range of enterprises; while some comprise longstanding businesses from Thane, others represent emerging start-ups. Additionally, Thane has drawn interest from numerous external enterprises. The remarkable growth of these businesses, including those poised to go public and others that have attained unicorn status, serves as a source of inspiration within our community.

Hiren Chheda

From the
Editor

Each business venture is accompanied by its own distinct narrative. Through our monthly newsletter, Ekatva Edge, we endeavour to share these exceptional stories and promote a culture of success. Ekatva Edge is designed to impart a competitive advantage, facilitating connections among business founders and owners while enhancing their net 'worth.' This newsletter will showcase various business activities and events, highlight notable success stories, and provide insightful articles relevant to our audience.

We are collaborating with Thanevaibhav, a daily Marathi newspaper currently celebrating its Golden Jubilee, to effectively engage with this dynamic business landscape. Ekatva Edge aspires to function as a catalyst for business growth, acting as a vital extended marketing arm for our community's enterprises.

As we continue to develop our series of business parks, all beginning with the letter 'O,' Ekatva Edge introduces an additional 'O' for the business community OPPORTUNITIES. We encourage all stakeholders to utilize this resource efficiently and witness the transformation of aspirations into tangible success.

I am confident that this newsletter will keep all recipients actively engaged, eagerly anticipating updates and developments within our vibrant business community.

People & Pioneers

Dr. Vikas Gokhale: A Stalwart in Structural Engineering

Mr Vikas Gokhale, a distinguished structural engineer, is the driving force behind Associated Structural Consultants LLP. With an illustrious career spanning 42 years, he has played a crucial role in shaping the skyline through his expertise in structural design.

A Gold Medallist from VJTI, Mr Gokhale worked for three years before embarking on his independent journey as a structural consultant. Today, he leads a firm managing over 500 projects, operating from two offices—one at Opal Square, Wagle Estate and another in Kalyan. His team is composed of former employees who later became partners and this showcases his dedication to mentorship and leadership.

"A common misconception is that structural engineers and architects have the same role. While architects create layouts and designs based on available FSI (Floor Space Index), aesthetic requirements and efficiency of spaces, the structural engineers determine technical details like slab thickness, beam positioning, column and footing placements, amount of steel and iron required to construct a building, etc details following Indian Standard (IS) Codes," elucidates Mr Gokhale. Structural design varies significantly depending on the building type—residential, commercial, industrial, or warehouses—each requiring different load-bearing capacities.

To date, Mr Gokhale has worked on several landmark projects, including Saamna & Pudhari Printing Presses, Ashar Edge—the tallest 60-storeyed



Dr. Vikas Gokhale

Mr Gokhale feels, "The significance of structural engineers gained prominence after the Bhuj earthquake in Gujarat, where numerous structures collapsed like a pack of cards." He personally inspected the aftermath, reinforcing the crucial role of stability in construction.

tower in Thane (work-in-progress), Johnson & Johnson Factory—completed in a record-breaking time of seven months, and many more.

One of his most remarkable achievements was erecting three additional floors on an existing building, Iflex (formerly City Corp), without disturbing its interiors. The structural plans were even sent to London for review, and they came back without a single correction—one of the biggest compliments to his expertise.

With an unwavering commitment to safety, efficiency, and innovation, Mr Vikas Gokhale continues to redefine the structural engineering landscape. His ability to turn architectural visions into reality while ensuring long-term stability makes him a true pioneer in the field.

Mr Gokhale has also completed his PhD in Spirituality and Philosophy and often delivers lectures on this topic at various places.

Design & Spaces

Exclusive Spaces with Exemplary Craftsmanship

ABN Interior Architects, founded in 2010 by Akshata Nikam, is a front runner in interior designing. They specialise in transforming private & commercial spaces, residences (apartments & bungalows), cafes, clinics, classrooms, gyms, lobbies, etc. into impressive and unique spaces.

Initially, ABN Architects operated from a small office in Panchpakhadi, Thane. In 2021, after studying detailed technical aspects and Vastu compliance, they moved to Opal Square Business Park. Akshata's father, Mr. Balkrishna Sridhar Nikam, who is into construction, meticulously follows Vastu principles – right from plot selection and building orientation to positioning of each office in the complex. He has been one of the partners in the Opal Square Business Park project too. This adherence to Vastu



Akshata Nikam

not only aligns with traditional architectural wisdom but is also said to enhance the overall working environment, creating a harmonious workspace resulting in better performance and productivity.

Clients appreciate the ABN new office interiors and the meticulous design. "The interiors of our office are a showcase of superior quality and are the best examples of our work which we replicate at our client sites," says Akshata Nikam.

A significant milestone for ABN Interior Architects was designing the biggest polling station in Dharavi – a project that showcases

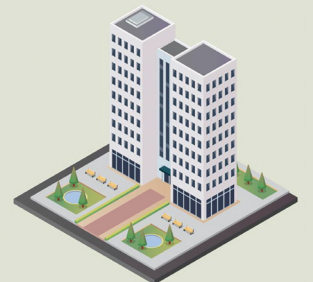
their ability to handle large-scale and high-profile projects with precision and creativity. This accomplishment not only highlights their expertise but also their dedication to contributing to community-centric projects.

With a reputation for delivering exceptional



interior design solutions, ABN Interior Architects continues to set new benchmarks in the industry, providing clients with spaces that are both functional and aesthetically appealing. ABN Interior Architects is committed to professionalism and excellence, while adhering to their deliverables of completing projects within the given timelines, thereby reflecting their high standards.

Real Talk



In Real Terms

Simplifying complex real estate concepts.

What is FSI?

Floor Space Index is how much you can build on a plot of land. If FSI is 2 and your plot is 1,000 sq. ft., you can build 2,000 sq. ft. of floor area.

People & Pioneers

Elevating Facility Management Solutions

Founded in 2009 and based in Thane, Welldone specialises in providing comprehensive facility management solutions for businesses across India. Their services encompass catering, housekeeping, electrical maintenance, façade cleaning, recruitment services, technical manpower supply, landscaping and pest control.

In the early stages, Welldone operated from a smaller office space in Thane near Jambli Naka. While this location served as an excellent starting point, the company's expansion necessitated a more conducive environment to support their growing team and operations. Relocating to an

Business Park significantly boosted Welldone's business. The state-of-the-art infrastructure, high-speed internet connectivity and robust security systems provided by the Business Park have been instrumental in their growth. Additionally, being situated in an Business Park has facilitated better networking opportunities with other companies, fostering collaboration and innovation. The amenities and facilities available make it an excellent place for employees, enhancing productivity and job satisfaction.

"Businesses should consider having their offices in Business Parks because these locations offer a range of advantages that drive



Mahesh Sarate



growth and efficiency. Business Parks are designed with modern facilities that ensure reliable power supply and advanced communication networks. The clustering of like-minded companies creates opportunities for partnerships and knowledge sharing. Moreover, Business Parks often receive better regulatory support and incentives from local governments, easing the operational burden and reducing costs. All these factors make Business Parks an ideal setting for tech-driven businesses to thrive."

Mahesh Bharat Sarate, Managing Director of Welldone, on the advantages of locating offices in Business Parks.

People & Pioneers

The Rolling Studio gives Thane a fresh identity



Rapid urbanization and new job opportunities have given Thane a fresh identity. Contributing to this change is The Rolling Studio, a modern creative space located in Wagle Estate, Thane, designed for the growing demand for video and photo content creation in the social media era. Spread over 700 sq. ft., this studio is equipped with advanced lighting, stylish interiors, and thoughtfully designed features. Built with a professional approach, it offers an excellent mix of functionality and a creative atmosphere to meet various needs.

In today's time, where social media plays a key role, The Rolling Studio is becoming the go-to choice for all creative projects. Sharing their vision, the founders—Rushikesh Gawde, Vikrant Chikane, Pravin Kadam, Mayur Rewale, and Suryakant Gothankar—residents of Vitawa,



The founders aim to bring together Thane's artists and art lovers to enrich the city's cultural scene. The Rolling Club is the first of its kind in Thane, creating a new wave of artistic expression in the city.

mentioned that earlier, people from Thane had to travel to other parts of Mumbai for similar facilities. Now, The Rolling Studio fills that gap

by bringing all essential amenities under one roof.

From basic photoshoots to podcasts, green-screen productions, and art workshops, this space fulfills a wide range of creative needs. It's a unique concept and stands out as one of the best-equipped studios from Kalyan to Ghatkopar, says Rohan Nagotkar, Director of The Rolling Studio.

But The Rolling Studio is more than just a shooting space. Through its initiative, The Rolling Club, it has become a platform for artists to connect, collaborate, and showcase their talents. Over time, the club has hosted various events like stand-up comedy shows, ghazal nights, poetry readings, and musical performances.

Today, The Rolling Studio is more than just a workspace—it's a place where creativity and collaboration come alive, offering a perfect platform for all artistic pursuits in Thane.

Do you Know?



The Burj Khalifa's concrete was poured only at night because the daytime desert heat would have caused it to set too quickly and crack!

La Cena Thane: Where Flavour Meets Fun and Entertainment

Food & Culture



Step into the vibrant world of La Cena Thane, where every moment is an unforgettable experience. Known for its exceptional food, drinks, and entertainment, La Cena is more than just a dining destination—it's where flavours and festivities come alive.

Savour its carefully curated menu, featuring a wide range of dishes that cater to every palate. From delectable starters to exquisite beverages, each bite and sip is crafted to delight. La Cena has something for everyone,

whether you're in the mood for a casual meal or a special treat.

But what truly sets it apart is its dynamic weekend entertainment. Immerse yourself in live performances by talented artists and DJs, creating an atmosphere that turns every evening into a celebration. Whether you're dancing the night away or simply enjoying the vibe, La Cena promises a perfect blend of food, music, and fun.

Come for the food. Stay for the fun. At La Cena Thane, every visit is a celebration!



People & Pioneers

The Creative Force Behind Brands



Sandeep Lot

Sandeep Parshuram Lot's entrepreneurial journey with Ascend Adcom stands as a testament to perseverance, creativity, strategic growth, and effective management. Armed with a degree from the esteemed Sir J.J. Institute of Applied Art and extensive experience in advertising, Sandeep founded Ascend Adcom, which has evolved into a leading agency in the sector.

Headquartered in Thane's Opal Square Business Park, Ascend Adcom is spearheaded by Sandeep and his skilled team of art directors, copywriters, and graphic designers. Their collective expertise is instrumental in realizing Sandeep's vision.

From its modest origins, Ascend Adcom has grown to become a prominent player in the advertising industry, now serving a diverse portfolio of established and emerging brands. The agency offers a full spectrum of services, including strategic planning, brand development, digital media marketing, audio-visual production, and filmmaking for both indoor and outdoor campaigns, offering value for money.

With noteworthy campaigns added to the agency's roster, clients have taken



The agency's distinguished clientele includes renowned brands such as Raymond Group, ICICI Bank, Keva, and Godrej, as well as international names like Alucobond, TGI and Good n Moore. This diverse client base highlights Ascend Adcom's capability to tackle complex projects with innovative solutions.

Ascend Adcom to mount Olympus, making it the most sought after creative agency. Ascend Adcom remains dedicated to client satisfaction, continuing to thrive as a trusted partner for a wide array of brands.

Providing Legal Expertise, Youngly and Zealously

Founded in 2008 by Alhad Oak, YNZ Legal exemplifies a young and zealous approach to legal innovation and practice. Having started with one member, YNZ Legal has grown into a robust firm today, with 14 in-house lawyers, all committed to zealous and cutting-edge services.

• The YNZ Team -

Alhad Oak, a seasoned lawyer and Company Secretary, leads YNZ Legal with partners Aarti Banerjee and Ashvini Kandalgaonkar, both bringing extensive legal expertise. Kalyani Oak efficiently manages the Company Secretarial function, ensuring seamless administrative and compliance support for the firm.

• Services Offered -

YNZ Legal provides a wide range of legal services, specialising in drafting, reviewing and negotiating agreements such as client, distributor, channel partner and franchise contracts. They also handle legal aspects of investment deals, especially for startups and acquisitions, ensuring precise and secure legal documentation.

• Growth and Transformation -

YNZ Legal operated from a residential office for ten years, emphasising a humble start, before moving to its own office space in Opal Square, Wagle Estate.

• The Strategic Advantage of Business Park Offices -

YNZ Legal's decision to be relocated

People & Pioneers



Alhad Oak

to an Business park can be said to be driven by the numerous benefits such as the environment it offers. The Business park in Wagle Estate provides a modern, business-oriented atmosphere that enhances productivity and growth, aligning with YNZ Legal's ambitious spirit. It offers top-notch facilities, robust security, efficient entry/exit protocols, ample parking and excellent connectivity to Mulund and Thane. The upcoming metro project will further improve accessibility, making it an ideal professional setting.

Trade Anytime, Grow Every Time - Go with ETFs!

As the new financial year begins, investors often reassess their portfolios. One key decision is allocating what quantum of funds to which investment avenue. Commonly, it is observed that investors are caught in a catch-22 situation when deciding to place their bets on exchange-traded funds (ETFs) or mutual funds. While both are popular investment options with advantages and disadvantages, choosing the right one depends on the investor's financial goals, risk tolerance, and market conditions. Research may tilt towards encouraging investors to opt for ETFs, and here's why.

ETFs typically have lower expense ratios than mutual funds. Since most ETFs are passively managed, they incur fewer management costs, making them a cost-effective option for long-term investors.

Further, unlike mutual funds, which are priced only once at the end of the trading day, ETFs can be bought and sold throughout the day at market prices. This flexibility allows investors to react quickly to market changes, providing better control over their investments.

Mahesh Gowande
Finance Expert

Next, many mutual funds require a minimum investment amount, which can be a barrier for small investors. ETFs, however, can be purchased in single shares, allowing investors to start with a much lower initial investment.

Besides, ETFs disclose their holdings daily, letting investors know what they are investing in. Mutual funds, mainly actively managed, usually report their holdings quarterly, making them less transparent.

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Opposite Pinnacle Hospital, Near
Vandana ST Stand, Thane (W).

Call: +91 82686 57777.

Email: info@pricebridge.in

Fund underperformance report 2nd Half 2024

Sr.No.	Fund Category	Comparison Index	3 year %	5 year %	10 year %
1	Indian Equity Large cap	S&P India Large Mid cap	75%	93.33%	74.04%
2	Indian Equity small cap	S&P India small Mid cap	66.67%	77.08%	88.14%

Fund performance report 5 year horizon

Sr.No.	Fund Category	Top Performers	Bottom quartile	Average fund performance
1	Indian Equity Large cap	16.93%	14.79%	16.37%
2	Indian Equity small/Mid cap	31.24%	24.91%	29.47%

Source: SPIVA year end report 2024

Direct Plan vs Regular Plan vs ETF

Type	Investment	CAGR	Expense ratio	Tenure (years)	Maturity value
Regular Plan- Distributor	10,00,000	14%	2%	20	9,646,293
Direct Plan	10,00,000	14%	1%	20	11,523,088
ETF	10,00,000	15%	0.3%	20	15,533,466

You can create 61% more wealth from ETF as compared to Regular plan

Tamarind: Where Tradition meets Innovation

An iconic name in the dining landscape for over a decade, Tamarind returns with a completely transformed experience, offering a revamped menu, reimagined interiors, and a refined essence that sets it apart as a multi-cuisine destination.

The decor has been completely upgraded, exuding a warm yet modern ambiance. Besides, the new crockery and tableware elevate the dining experience to feel as good as a brand-new restaurant while retaining the charm of the beloved Tamarind name.

The multi-cuisine menu is thoughtfully curated which showcases the best of Indian classics while incorporating Asian and European influences. Its signature dishes with a hint of tamarind, pays homage to the restaurant's name. Case in point, Vegetarian Tamarind Sambal, crafted by

Food & Culture



Tamarind promises a pure dining experience tailored for families, corporate lunches, get together, and private parties. It offers a serene and sophisticated setting for a mature audience seeking quality time over exceptional food and live singing on Saturdays.

Tamarind's Inhouse Team. Ideally sambal is made with dried shrimp paste and fish sauce but keeping in mind almost 50% influx of vegetarian guests, Tamarind has come up with its own signature recipe for a fiery sambal made with fresh bird's eye chilli and tamarind pulp, home ground spices and herbs.

Unlike many multi-cuisine establishments, Tamarind avoids overemphasis on Western fare, instead shining a spotlight on regional Indian classics and versatile dishes with a subtle twist of tamarind. Tamarind presents a genuine à la carte experience for discerning diners, prioritising taste, authenticity, and comfort.

Tamarind at Satkar Grand Hotel is more than just a restaurant—it's a revival of timeless flavours with a fresh perspective. Step in and rediscover a dining experience that feels both nostalgic and excitingly new.



Tamrind's Shilpa Shetty bagged 2 awards one as premier multi cuisine and other as premier asian dining restaurant for Thane and Navi Mumbai region at Times of India food awards.

Dryness of eyes is a problem that is increasing year after year from the time of the turn of this century. The major reason for dryness has been excessive use of computers or digital screens. Besides computers, dryness can be due to several reasons like excessive use of air conditioners and use of contact lenses. It is found to be more prevalent among females, more common as the age advances, and among arthritis patients.

Dryness is not a vision threatening disease however it has a significant impact on quality of life. The most frequent symptoms of dryness are, burning of eyes, frequent intermittent blurring of vision which improves with blink, increased rate of blinking, redness of eyes and foreign body sensation. Till about 20 years back, there was hardly any treatment for dryness of eyes. However, in the last few years, various types of eye drops and other treatment modalities have become available. The preservatives used in the eyedrops can sometimes lead to dryness. Hence, there was a need to introduce machines that would help in proper diagnosis of dry eyes.

The most important treatment for dry eyes includes lifestyle modification.

How to treat dry eyes ?

Maintaining good hygiene of eyes, maintaining medium cool temperature in the room along with good humidity, use of helmets (with the windshield on) on two wheelers, splashing water over the eyes, reducing stress along with the lifestyle modifications are very important in prevention and treatment of dryness of eyes.

With a view to give proper guidance and relief to the patients, Wavikar Eye Institute's DREAMM (Dry Eye and Meibomian Management) clinic was set up. The clinic has the latest instruments for the detailed analysis of dry eye and customized treatment options to suit the patients needs.

Sneak peek at Computer Vision Syndrome

A human eye is covered with a thin layer of tear film at all times when open. This tear film protects the delicate cornea



Dr Chandrashekhar Wavikar



from external offenses and also makes an extremely smooth surface of the refracting lens of the eye (i.e. cornea). Constant blinking of the eyelids replenishes the tear film. Decrease in the tear secretion, increase in its rate of breaking down, decreased blinking and irregularity of the surface/s in contact with the tear film will all contribute to the instability of tear film and therefore dry eyes. This will lead to stinging in eyes, eyestrain and increase in the frequency of infection of the eyelids. Continuously staring at the screen along with decreased blinking (due to concentrating

while working) makes the tear film unstable. Increased glare from the light reflected from the screen, abnormal body posture, inappropriate placement of the computer monitor contribute to the destabilization of the tear film. This leads to eyestrain and burning. This is Computer Vision Syndrome (CVS). Some of the techniques to prevent or cure CVS are frequent blinking for increasing the stability of tear film, taking your eyes off computer after every 10 minutes, eye-wash after every hour or so, medium cool temperature in the room, computer screen should be 20-28 inches away from the eyes, the monitor should be placed straight ahead in front of the person, use LCD/LED screens than CRT, and maintain correct body posture.

To book your appointment call
9355529217, 7710055123

Majiwada: Amber Arcade, 4th & 5th Floor, Near Lodha Paradise, Bhiwandi Bypass Road, Majiwade, Thane - 400 601

Naupada: 1st Floor, Rameshwar, Ram Maruti Road, Above Jain Traders, Naupada, Thane (W) - 400 602

Mulund: Shop No 1-3, Ground Floor, Shanti Villa Chs, Ganesh Gawde Road, Mulund West, Mumbai - 400 080



BEYOND BRICKS

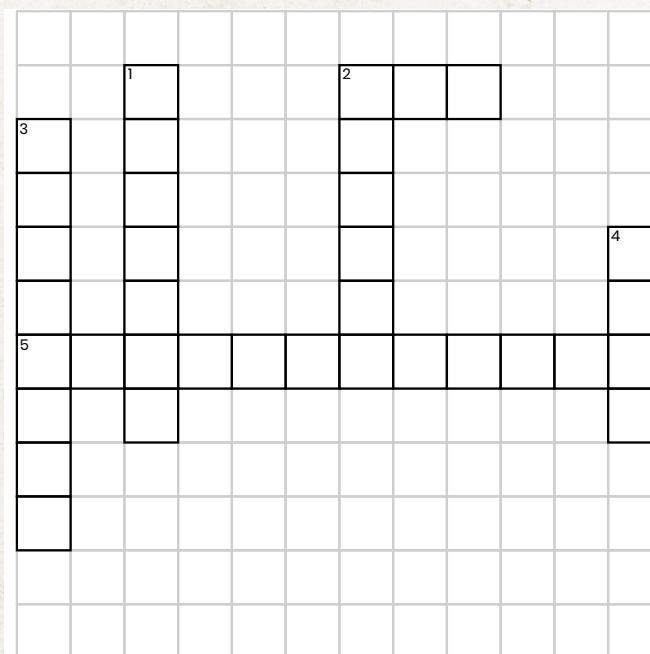
Engineering marvels behind iconic structures.

Statue of Unity, Gujarat

Standing at 182 meters, the Statue of Unity is the tallest statue in the world. Built with a core of reinforced concrete and an exterior of bronze panels, its engineering ensures resistance to winds up to 180 km/hr and earthquakes within a 5 km radius. Special attention was given to the foundation and base to support its enormous weight on riverfront soil, making it not just an artistic but also a technical masterpiece.

BUILD YOUR MIND

Put your knowledge to the test with our crossword!



Across:

- Ratio of built up area to plot size
- Study of designing and building structures

Down:

- Open space on the roof
- Protective outer layer of a building
- Vertical transportation system in a building
- Document proving ownership of a property

To know the answer to this crossword check the next edition