



Real Wise Decision!

In a world of economic uncertainty and market volatility, smart investors are drawn towards commercial real estate. Unlike the rollercoaster returns of equities, commercial properties offer a balance of security and growth, which fetches us consistent rental incomes and long-term value appreciation.

Locations like Wagle Estate in Thane are experiencing a surge in demand for Grade A commercial spaces, especially after the pandemic, driven by companies' objectives of achieving cost-efficiency, proximity to talent, and better infrastructure.

Thane is at the epicentre of the MMR region and holds a strategic edge. Thane offers businesses an affordable alternative to the city's skyrocketing commercial rents, without sacrificing access to a skilled workforce or modern infrastructure.

In this issue of Ekatva Edge, we are featuring diverse professionals and businesses that have made Thane their base and are going places—Itvedant had a humble beginning with a small coaching class at Kopri. Today, it has become a national name in training students according to industry requirements

with an employment guarantee. They have appropriately identified the need gap in their industry and charted a successful path.

Bustling Brew Bistro cafe is a new cafe started by Deepa Aanand who originally hails from the shipping industry. After tasting success with her previous cafe SPOTLIGHT at Centrum IT Park, she started this to cater to the rapidly growing Wagle Estate. This shows her understanding of evolving customer taste and her progress. This is a classic example of how captive businesses have grown at Wagle Estate, with its own charm and identity.

Start-ups are also thriving, and the DifrU clothing brand is one such upcoming brand based in Opal Square.

As businesses continue to grow, so does the need for the right space to support that growth, and turn aspirations to reality. Commercial real estate stands out as a forward-looking investment, offering both stability and strong returns. In that light, investing in commercial property isn't just smart — it's a truly wise decision!



Hiren Chheda

From the
Editor

TWO COMMERCIAL ICONS. ONE FUTURE-FACING VISION.

SHAPING THE NEW BUSINESS PULSE OF THANE

EKATVA ONYX

NEARING POSSESSION IN WAGLE ESTATE

- ▶ 300-4000 sq.ft boutique offices
- ▶ Column-free offices
- ▶ Scalable unit options
- ▶ Smart, flexible layouts



ORBIT BUSINESS HUB

FASTEST-RISING TOWER IN WAGLE ESTATE

- ▶ 345-3158 sq.ft. units
- ▶ MSME, retail & offices
- ▶ 7-level podium parking
- ▶ Rooftop premium amenities



ENQUIRE NOW AND ELEVATE YOUR BUSINESS

ORBIT - 9769799899
ONYX - 9167791691

<https://www.ekatvagroup.com/>

People & Pioneers

IT EDUCATION THAT CAN TRANSFORM LIVES



Swapnil Gondkar, Founder and CEO of I.T.VEDANT, holds an M.Tech in Software Engineering from VJTI. Driven by a legacy of educators in his family and a determination since childhood to tackle unemployment, Swapnil founded I.T.VEDANT. Understanding the sacrifices parents make for their children's education, he envisioned a system focused not on profit, but on imparting quality knowledge and securing placements.

I.T.VEDANT was born in 2012 from a humble one-room kitchen in Kopri. Now, in its 12th year, the institute has branches across India, including Mumbai, Thane, Pune, Nagpur, Bangalore, Hyderabad, Chennai, and Delhi, to name a few. The institute is soon set to expand to Ahmedabad. I.T.VEDANT also offers virtual classes to students from remote areas of Maharashtra.

I.T.VEDANT's teaching philosophy revolves around the 80:20 principle: 80% practical training and 20% theoretical concepts. Equipped with digital boards, their classrooms allow students to practice freely, with teachers available for instant guidance. This approach enables students to learn from their mistakes and grasp concepts quickly.

With a focus on critical thinking, creativity, and innovation, I.T.VEDANT aims to train students and shape the future of education and employment in India.

"Our logo, a butterfly, symbolises our mission to transform students' lives. We aim to empower them to soar to their full potential. This journey is a collaborative



Swapnil Gondkar,
Founder,
Itvedant Pvt Ltd

effort, from our marketing team reaching out to students, to counsellors guiding them, trainers instructing them, content creators, coordinators, and our placement team exposing them to high-paying job opportunities," said Swapnil in an exclusive interview with Ekatva Edge.



Some courses offered by I.T.VEDANT:

- Python Full Stack Development | • Java Full Stack Development
- Data Science & Analytics with AI | • DevOps With AWS
- Software Testing With AI | • Investment Banking with AI
- Digital Marketing with AI

To know more about their courses, contact +91 9205004404 or visit their website: www.itvedant.com

SS Consultants: Paving the Way for Industrial Success in MIDC Areas

Established in 2017 by Mr. Sachin Khaire, SS Consultants has emerged as a trusted name among industrialists and developers setting up operations in MIDC (Maharashtra Industrial Development Corporation) zones. With a portfolio boasting over 150 clients, Mr. Khaire has played a pivotal role in streamlining the complex processes of land procurement, licensing, and securing essential NOCs. This allows clients to focus on their core business while SS Consultants efficiently manage the compliance and regulatory aspects.

What sets SS Consultants apart is their in-depth understanding of MIDC's regulatory framework. Their expertise helps clients navigate bureaucratic hurdles seamlessly, while also offering strategic advice on emerging opportunities—particularly in high-potential zones like Wagle Estate Thane. With attractive FSI schemes and growing investor interest, Wagle Estate is rapidly evolving into a prime destination for industrial development—and SS Consultants are at the forefront of that movement.

Mr. Khaire, originally from a small village near Kolhapur, brings over two decades of experience in supporting industries and developers. Known for his transparent and pragmatic approach, he is committed to

delivering honest assessments—even when the news is difficult—ensuring his clients always make informed decisions.

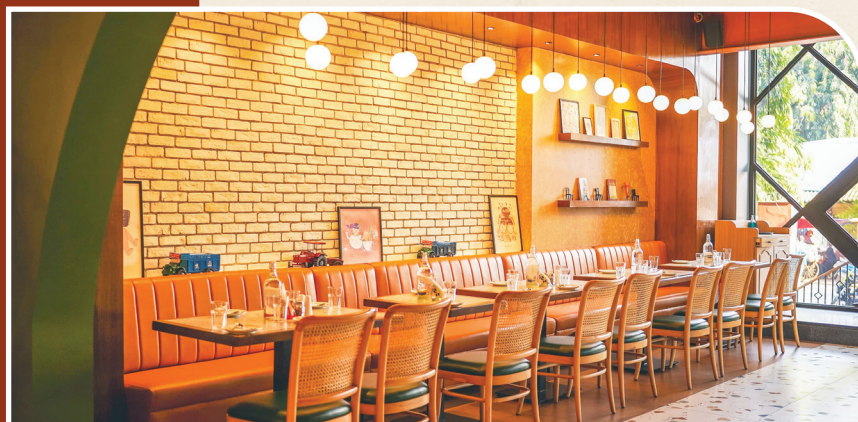
SS Consultants' reputation is reflected in their esteemed clientele, which includes leading names such as Sai Paradise Group, Malabar Group, Nilkamal Group, Saptashree Group, Dream Construction Group, Sahara Group, Imperia Group, Navnit Group and Sunrise Group. A highlight of their track record is their significant contribution to the development of Saptashree's AI Business Park.

Backed by deep regulatory knowledge and a client-first philosophy, SS Consultants continues to drive industrial growth across Thane, Andheri, Mumbai, Navi Mumbai, Pimpri, Pune, and beyond.



Mr. Sachin Khaire

Food & Culture



Bustling Brew Bistro Café: Good Vibes Start with Good Brews

Such is the Bustling Brew Bistro Café, located in a warm corner of Wagle Estate, serving so much more than just a perfect pour of coffee on your table.

The place where the café is currently located was an empty space waiting to become something, but the founders — Mr. Nikhil Jacob, Ms. Deepti Anand, and Ms. Deepa Anand — didn't have anything particular in mind when they first got the place. Started in 2023, the founders were inspired by the idea of creating a café that would fit right in — something the area lacked. They had a very interesting concept: this wouldn't be just a café, but a community hub for people to hang out, eat good food, and connect.

They have some amazing dishes on their menu like Eggs Benedict, Avocado Crostini & Guacamole Chickpea Toast, and Vol-au-vents (pastries stuffed with mushroom and cheese) — all of which are a must-try.

'Cafés are proof that happiness can be brewed.'



They've also been building a community vibe by introducing concepts like 'Make Your Own Coffee Wednesdays,' where people get to interact with their baristas and learn how to make their perfect brew. They host various creative workshops on the first floor, including Knife Painting, Resin Art, Mandala Art, and more. A book club visits every Saturday. These various activities make them truly unique and captivating as a café.

They have a diverse customer base, including working professionals meeting post-work, friend groups hanging out, couples on dates, and families often seen enjoying Sunday morning breakfasts. Bustling Brew is designed to make you feel at home.

The biggest USP of Bustling Brew is

The café is like a warm embrace with cozy interiors, hand-painted walls, and vintage finds from Chor Bazaar that make you feel right at home. The café focuses on breads and breakfast on their menu, with an aim to inculcate the idea of a good, filling breakfast among people. The best part is that everything is made from scratch and served fresh. They have different chefs for each cuisine — like sushi, bakery, pastas, etc. The menu has evolved with time; while it hasn't changed often, it has been updated based on popularity. For instance, when they added sushi to the menu, people loved it so much that the café hosted a Sushi Festival!

their great service and an attention-to-detail habit instilled in their staff. Here, you will always be welcomed with a warm smile, and the staff makes sure they serve everything with a touch of happiness. They are trained to ensure that customers feel welcomed — and leave wanting to come back again.

They open at 10 a.m. and take pre-bookings as well.

So, Bustling Brew Bistro Café should surely be next on your list — where the coffee is warm, and the vibes are warmer.

Instagram:

@bustlingbrewbistrocafe

Located in Wagle Industrial Estate

Babumoshai... equity mein investment badi aur lambi honi chahiye !

Film actor Rajesh Khanna bought a bungalow in iconic Carter Road in Mumbai for ₹3.5 lakhs in 1970. His heirs sold it in 2014 for ₹90 crores, an annualised return of 19% over 45 years.

Samudhra Mahal in Mumbai is another expensive property. A flat purchased in 1970 at ₹700 per sq.ft was sold at ₹1,80,000 per sq.ft in 2013. Money multiplied by 168 times in 43 years. This works out to an annualised return of 12%.

In 1963, Godrej paid ₹1 lakh to buy his first house, a 2916 sq. feet apartment at Usha Kiran in South Mumbai. In 2011, he sold it for ₹25 crore. Money multiplied by 2500 times over 48 years or an annualised return of 17%.

In Dalal Street, Mumbai, a sq. feet was ₹100 in 1980. After 45 years, it sells at ₹84,000 per sq.ft. Money multiplied by 840 times in 45 years. This works out to an annualised return of



16%, and considering dividends earned on it, then it will be more than 20%.

The above properties can be bought and owned by the cream or elite of the society, who are worth at least tens of crores,

mostly hundreds of crores.

Your father could have bought the last property on Dalal Street with whatever money was available at his disposal. You can also buy it even now. Your son or daughter would be able to buy it

even after 20 years down the line.

The last property is BSE Sensex. A sq. foot is a metaphor for one unit. If the dividend yield is also included (assuming

stocks have delivered returns far superior to Sensex.

The power of equity is least understood in this country.

If you can withstand notional loss (if you don't book) in your portfolio during bear markets and not worry about daily price movements, it is possible to make much better money than what can be made out of the best of real estate.

Give at least the same importance to equity as real estate.

You don't mind holding real estate for 20 or 30 years. Please do the same for equity, ignoring bull and bear markets and notional profits and losses.

Many of you have been investing for the last couple of years. Stay the course for at least 15 to 20 years, ignoring market fluctuations. You would be amazed at the fortune created for your retirement or to pass on to your children.



Nitin Vete
MD & CEO
Vete Associates

2% CAGR), Sensex would have delivered more than 20% annualised returns over the last 45 years, higher than the most expensive prime properties in the country.

Good mutual funds and many



ISO 9001 : 2015 Certified Company

To Transform Dreams into Reality

Vete Associates®
Tax & Investments Services Pvt. Ltd.

● Office : B-100, Rutu Business Park, Rutu Park, Near Vrindavan Society Bus Stop, Thane (W) 400 601.
● Tel.: +91 22668 88666 ● Toll Free : 9669888666 ● Whatsapp : +91 9920742153
● Email : connect@veteassociates.com ● Website : www.veteassociates.com



WEALTH CREATION



WEALTH PROTECTION



TAXATION EXPERTISE



PROFESSIONAL SERVICE

Investments are subject to market risks, read all scheme related documents carefully.

Branding with personal touch: Orangetip Designs



Omkar Kadam, hailing from a typical middle-class Marathi background, chose an unconventional path when he bid adieu to the conventional 9-5 job and ventured into entrepreneurship by starting his advertising agency, Orangetip Designs.



Omkar Kadam
Orangetip Designs



From a young age, Omkar had an artistic mindset. He may have graduated in Commerce, but would have never imagined himself crunching numbers all his life. His heart was always filled with love for creativity. Not surprisingly, he pursued a diploma in Commercial Arts from Rachana Sansad. During college, he actively participated in intercollegiate competitions and won numerous awards for his work.

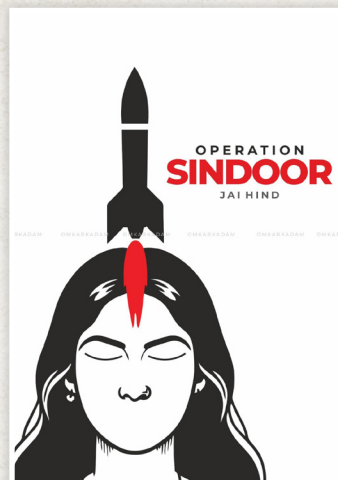
After completing his diploma in Commercial Arts, he worked for two years at an advertising agency. However, the desire to create something original and personal kept tugging at him. In 2017, he finally left his job to start his venture.

He began small, renting a



modest space in Wagle Estate and started a branding and imaging business. Even during college, he enthusiastically designed tent decorations for the Lokmanya Nagar's Ganesh festival. That experience became a stepping stone, as some festival committee members later helped him establish his business.

His first few assignments were simple, including designing restaurant menu cards. But



over time, he gained stability and recognition. Today, Omkar handles political branding work for Maharashtra's Deputy Chief



Minister Eknath Shinde. He also creates designs for the NCP (Nationalist Congress Party), the Maharashtra Police, and

the Tata Hospital. For the anti-terrorism squad of the police, he has designed educational and awareness materials related to bomb detection.

His range of services has grown vastly, designing uniforms, menus, and logos for restaurants, customising designs based on clients' preferences, even incorporating numerology and lucky colours.

Omkar's vision is to expand Orangetip Designs' presence across India. He also aims to explore newer avenues in web series, OTT platforms, and artificial intelligence. He dreams of pushing new boundaries in digital media and commercial art, creating a lasting impact with Orangetip Designs.

There is no diet without taste !

Dieting is not a new concept, but when celebrities began discussing it, the subject gained mainstream attention. Over the years, several diet trends have emerged. However, according to renowned dietitian Dr. Nitin Patankar, "There is no diet without taste."

Who should follow a diet and from what age?

Everyone should follow a diet. Eating in moderation and choosing nutritious foods is the need of the hour. Today, even young individuals suffer from lifestyle diseases like diabetes and hypertension. Hence, diet is no longer optional—it's essential. Since every person is different, each diet plan should be tailored according to their body type, profession, and food preferences for it to be truly effective.

How much should one eat?

Often, we eat more than our body needs. Many eat for pleasure rather than hunger. When our senses like eyes or ears fail to provide gratification, we turn to our tongue for instant satisfaction, which leads to overeating. For example, if you love shrikhand (a sweet dish), the first three bites offer complete satisfaction, but the pleasure diminishes



Dieting with taste

Dr. Patankar recalls a cancer patient whose health improved simply by tasting his favorite sweet, dink (gum) laddoos, without eating them. The joy triggered "happy hormones," leading to weight gain and better treatment response. In conclusion, dieting can—and should—be done with taste and joy.



Dr. Nitin Patankar
Diabetologist

with each additional spoonful. Historically, people consumed larger portions because they did physically demanding work. Today's sedentary jobs require fewer calories. Therefore, portion control is crucial. Planning meals in advance, especially before social outings, can

help maintain dietary balance without the constant need for a dietitian.

Meal timings and consistency

Consistency in meal times is vital. Hormones like insulin, which regulate energy and blood sugar, adapt to regular schedules. Sudden changes, such as eating too early or too late, can disrupt this balance. Alternatives like protein bars or healthy snacks can help maintain routines without relying on traditional meals.

Can diet reduce medication?

Absolutely. With strong motivation and adherence, many people have reduced or even eliminated medication for diabetes and blood pressure. Stress is a major factor in these conditions. Preparing the body—much like training for a marathon—is key, and diet is the first step.

A brand which attracts TRP

"This brand is our second child, and our first child doesn't even know he inspired it," said Ms. Tamanna Jain very gracefully when introducing Difru Clothing. 'Difru Clothing' — that is, 'Different You' — is a clothing brand for the little ones that was founded by Ms. Tamanna Jain, Mr. Rushabh Jain, and Mr. Prakash Jhabak, or TRP, as they call themselves.

It all started when Ms. Tamanna and Mr. Rushabh's son was troubled and complaining about itchy clothing. Ms. Tamanna's father then decided to design soft and comfortable t-shirts for his grandchildren, and their son absolutely loved it — and so did his peers. That's where the idea sparked to start this brand: to provide comfortable, good-quality, and creative clothing for kids. Their journey has been all about creating a thoughtful, learning-based clothing line for the age group of 1 to 8 years.

Difru Clothing focuses on designing clothes that are not only comfortable but also story-driven. They run on the concept of 'wear & learn', where they provide children with interactive flashcards along with their t-shirts that integrate education into fashion. This creative concept is what makes them unique and trendy in the market. They believe in providing comfort to the child and encouraging children to learn. Their soft t-shirts have very interesting designs like flying dino, fruit circle, an elephant and mouse explaining big vs small, etc. TRP are from professional background and they really feel learning



is something which should be included in the child's early development.

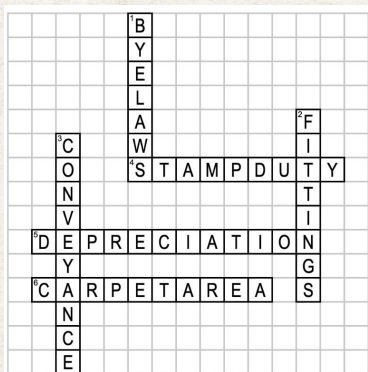
They follow the D2C (Direct-to-Customer) format via their website and various e-commerce platforms. They also do pop-ups and exhibitions, where they found themselves to be constantly sold out. Their products are extremely loved amongst children as well as the parents that buy them. One of their customers even said that their child refused to wear the 'Holi-themed' t-shirt by Difru on Holi because he didn't want to spoil it — he loved it that much. Difru has been touching families since the very beginning and aims to become a household name amongst children.

Difru is more than just a clothing line — it's a blend of Fashion, Education & Innovation.



This budget-friendly brand is your go-to for your child. One of their founders, Mr. Rushabh Jain, said, "We would shrink our margins, but we won't compromise on the quality." This statement of his gives us exactly what he believes in. Difru, as a brand, is very passion-driven — for them, it's not just a business but their second child. Their clothes are very affordable, with fabric that's soft and breathable, and they believe in honest customer feedback to refine their products.

June edition crossword solution



Across:

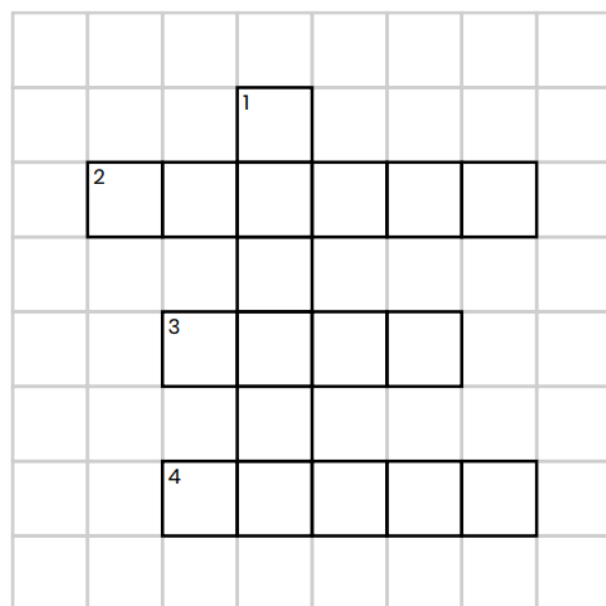
- Government levy paid during property registration
- Reduction in asset value over time
- Net usable floor area inside a flat

Down:

- Local construction rules developers must follow
- Installed elements like lights and fans
- Legal transfer of property ownership

BUILD YOUR MIND

Put your knowledge to the test with our crossword!



Across:

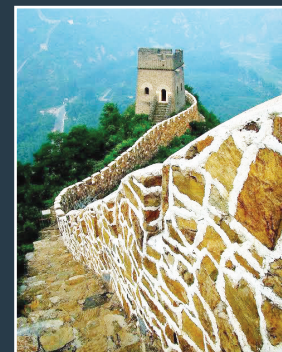
- Measurement from floor to ceiling
- Drawing that shows a building's layout
- Hard, fired clay unit used in construction

Down:

- Thick column for support

To know the answer to this crossword check the next edition

Did You Know?



The Great Wall of China is held together by sticky rice!

Ancient Chinese builders used a special mortar mix of slaked lime and glutinous rice, one of the earliest forms of bio-concrete, known for its durability and seismic resistance.