

Ekatva Edge

An Exclusive Business Newsletter

For private circulation only

Scan this & Follow
Ekatva Group



Supported by: **ठाणेवैभव**

VOLUME: 01 | ISSUE: 12 | APRIL 2026 | 04 PAGES | MANAGING EDITOR: NIKHIL BALLAL

The Rise of Micro Markets: Why Pincodes Matter More Than Cities

When we speak about cities like Mumbai, we often treat them as single, unified markets. But on the ground, that idea feels increasingly outdated. What we're really seeing is a network of micro-markets. Each locality or group of pincodes now operates as its own ecosystem with a distinct consumer base, spending pattern, and growth curve.

For small and medium businesses, this shift offers a powerful opportunity to move away from overcrowded, high-cost hotspots like Dadar. Now, a boutique in Thane or a café in Powai can thrive by precisely serving its immediate catchment. Infrastructure, including Metro connectivity and new business districts, is decentralising demand. Locations like Thane are no longer peripheral; they are clusters of strong markets like Hiranandani Estate or Majiwada, each catering to specific demographics and lifestyles.

The social layer is equally vital. Modern consumers are community-driven, prioritising convenience and a sense of belonging. This favours neighbourhood businesses like local gyms or speciality food brands where trust builds faster, and loyalty runs deeper. For professionals like doctors or consultants, this localisation allows for a strong hyperlocal reputation, enabling them to command premium positioning within their specific area.

As these micro markets mature, they offer businesses greater predictability regarding resident profiles and spending capacity. This leads to sharper targeting and more sustainable unit economics. This evolution is not fragmentation; it is specialisation.

In a dynamic city, success is no longer about being everywhere. It is about being relevant somewhere. While cities define geography, pincodes now define opportunity, connection, and long-term value.

From the Editor



Hiren Chheda

People & Pioneers

OIASPL: Two Decades of Trust, Innovation and Intelligent Living

In the world of luxury and automation, technology is often seen as a tool; however, for Omkar Integrated Automation Solutions Pvt. Ltd. (OIASPL), it is an art form.

Established in 2006 and backed by a legacy of 20 years as a company, OIASPL has become the gold standard for those who seek to harmonise their lifestyle with the spaces they inhabit.

At the helm is Vaibhav Chiplunkar, a Director and visionary leader with over 30 years of personal expertise. His journey is not just one of technical evolution, but of a consistent, unwavering commitment to the craft of home automation.



"Our goal is to make the user's life more simplified," says Vaibhav Chiplunkar. **"We align our vision with the dreams of the client and the creative intent of the designer to ensure that automation doesn't just add function—it creates a beautiful, seamless experience."** This empathetic approach ensures that technology enhances comfort without ever becoming a burden.

| Pg.4

EG
Ekatva Group

ACCELERATE INTO BUSINESS EXCELLENCE

OFFICE SIZES RANGING FROM 400 TO 666 SQ. FT.

PRESENTING
FORMULA OFFICES 1
FASTEST SELLING. FASTEST DEVELOPING.

Orbit **BUSINESS HUB**



Iconic G+28
Commercial Tower



Grand Double-Height
Designer Lobby



Select Terrace
Offices

STARTING AT
₹ 72 LACS*
(ALL-IN)

MahaRera No:
P51700055269



*T&C APPLIED.

Disclaimer: The plans are subject to changes/modifications/amendments without notice, as per the suggestion of architect and/or other concerned authorities. All the amenities, facilities, etc. are subject to the approval of concerned authorities and subject to the changes, if required. All rendering and maps are artist's impression and not actual depiction of the building and landscaping and are for representational purpose only. The number of apartments, towers and other details are only indicative and the developer/owner reserves the right to change any or all of them in the interest of the development. All are subject to change without prior notice. Developer does not warrant or assume any liability or responsibility for the accuracy or completeness of any information disclosed.

70457 99899

From Exports To Finance CA (Dr) Soni Does It All

The journey of CA Dr Mahendra Kumar Soni is a masterclass in defying limitations. From overcoming early academic and language barriers to qualifying as a Chartered Accountant, his story reflects resilience, clarity of purpose, and relentless self-improvement. Today, with over 30 professional qualifications, he serves as the Group CFO of Kay Bee Exports and is the co-founder of BizMonTech Advisory.

Kay Bee Exports has grown from a visionary idea into India's largest integrated air freight exporter of fresh produce, firmly establishing itself as a market leader in delivering premium fruits and vegetables to Europe. Its success is built on a foundation of innovation, passion, and reliability. The core product range includes mangoes, pomegranates (whole and arils), okra, baby corn, and hot peppers. Guided by a deep belief that quality produce contributes to a healthier body and ultimately mental peace, the company follows processes that are sustainable for the planet. Its unique Integrated Business Model ensures cost efficiency



and unmatched standards of food safety.

As Group CFO, CA (Dr) Soni operates at the critical intersection of strategy, execution, and risk. To him, finance is not merely about numbers but about enabling growth in a volatile global market. He provides financial clarity for key decisions, from infrastructure investments to cost optimisation, ensuring each move aligns with long-term sustainability. In the high-stakes world of exports, he excels at working capital management by optimising credit cycles and maintaining strong liquidity buffers to ensure business agility during disruptions.

Instead of avoiding risks,



CA (Dr) Mahendra Soni

Soni anticipates them. He manages currency volatility and geopolitical fluctuations through proactive hedging and continuous monitoring of global developments. In a

Beyond systems and processes, CA (Dr) Soni has built a scalable ecosystem of people and culture by reinforcing internal controls and mentoring a high-ownership finance team capable of independent, consistent performance. His philosophy, "consistency beats intensity," reflects a disciplined mindset. For him, continuous learning is not an academic pursuit; it is a survival mechanism in an ever-evolving economy.

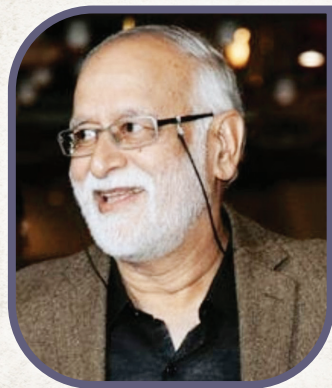
volatile environment marked by geopolitical tensions, his approach to exports and finance is a risk-calibrated, multi-layered strategy rather than reactive decision-making. Financially, the emphasis is on protecting margins and liquidity; operationally, resilience is strengthened through market

diversification, multiple sourcing and routing options, and real-time monitoring of regulations and logistics. Strategically, he prioritises developing best-case, base-case, and stress-case models to proactively manage risks such as oil price shocks and route disruptions.

Scapes: Crafting Timeless Spaces in an Era of Trends

With over 20 years of experience in architecture and design, Ar. Sameer Gupte's journey has been shaped by deep expertise, adaptability, and a genuine understanding of how people live and interact with their spaces. Having his father, Ar. Subhash Gupte, in the same field has been a tremendous influence; his knowledge and insights continue to play a vital role in shaping the firm's values and approach.

What began as a passion has grown into Scapes, an architectural firm established in 2004 and dedicated to creating spaces that are thoughtful,



Ar. Subhash Gupte

functional, and timeless. The design philosophy at Scapes is straightforward; they don't chase trends blindly. Instead,

Ar. Sameer's message to homebuyers is simple: focus on what genuinely suits your lifestyle, trust the design process, and think long-term. For Scapes, great design goes beyond aesthetics—it's about creating a space that functions beautifully and feels just right every day.

each space is carefully crafted to reflect the client's lifestyle, the site context, and long-term usability.



Ar. Sameer Gupte

Throughout the years, Ar. Sameer has had the privilege of working with a diverse range of clients, building strong

relationships founded on trust and collaboration. Today's clients are more informed and inspired by global design trends, but not every idea seen online fits every space. One of his key responsibilities is to help clients navigate these choices and ensure the final design is cohesive and practical.

The firm is also witnessing a clear shift in housing trends toward more practical, flexible homes that emphasise natural light, ventilation, and overall well-being. These evolving preferences highlight a growing awareness of how thoughtful design can truly enhance daily living.



The Parking Solutions of MAC Multiparking LLP

SUSPENDED SYSTEM



MAC Multiparking LLP is a trusted manufacturer and provider of advanced mechanical car parking systems, delivering smart and space-efficient solutions for modern infrastructure. With strong engineering expertise and innovative technology, the company designs, manufactures, and installs reliable parking systems for residential, commercial, and industrial developments.

The company's solutions include Puzzle Parking Systems, Stack Parking Systems, Pit Parking Systems, and Multi-Level Hydraulic Parking Systems, all engineered to optimise available space and address the growing parking challenges in urban areas.

MAC Multiparking LLP maintains a strong focus on quality, safety, and performance, ensuring that every system is built using high-grade components and designed for long-term reliability. From concept and design to manufacturing, installation, and after-sales service, the



Jasbir Singh

team is dedicated to delivering complete parking solutions that align with the evolving needs of modern cities.

With innovation at its core, MAC Multiparking LLP continues to play a significant role in the development of efficient, organised, and smart parking infrastructure.

Wars and Stock Markets

Wars and geopolitical tensions often send shockwaves across global markets. Every time a conflict erupts – be it the ongoing conflict in the Middle East involving the USA, Israel and Iran, the Russia-Ukraine war, or tensions between India and Pakistan – there is temporary panic in financial markets. Investors scream volatility, and uncertainty dominates the news cycle.

But if history teaches us anything, it is this: markets bounce back. In fact, in India's case, markets often rise swiftly after the initial panic. Why? Because, while wars may shake the world, India's economic story continues to unfold with strength and stability. It is wiser to view markets in 3-5 year periods, not through daily headlines. And this does not apply only to wars. Be it any bad news – markets have seen it all and still gone up over time. Panic is temporary. Progress is permanent.

We are a young nation with a median age of 28, and a population that loves to spend. A young population, rising incomes, and growing consumption power our economy – not just during peaceful times, but even amid global uncertainty. Our domestic demand, digital innovation, and reforms keep the long-term growth story intact.

So, ignore the macros. Focus on micros. Forget the global noise. Focus on your personal finances.

Here's the real question: Are you investing enough in inflation-beating assets like equity mutual funds, stocks,

and gold?

Because, while wars come and go, inflation is the real enemy that quietly eats into your savings. And the only proven way to beat inflation is by investing in growth-oriented assets – equity mutual funds, direct stocks and gold. Not by letting your money sit idle in low-interest instruments.

Here's what you should focus on:

- Do sufficient systematic investment plans (SIPs) in the above assets. At least 30% of your in-hand monthly income.
- Increase your SIPs every year. Your income is growing, so should your investments.
- Don't just stop at SIPs – whenever you have extra cash handy, consider lumpsum investing.
- Have sufficient health insurance to protect your savings in case of medical emergencies.
- Secure your family's



Kaustubh Kale
Chartered Accountant,
CFA(USA)

future through adequate life insurance, especially if you have dependents or financial liabilities.

Market dips driven by war or fear may feel uncomfortable, but they're often opportunities in disguise – for those who stay calm and invest smartly.

Because in the long run, it's not about timing the market. Your time spent in the market (remaining invested) beats timing the market. Time is the best fund manager. Don't wait to invest. Invest and then wait. The best time to invest is as soon as you have the money to. The pessimist bear may sound smart, but the optimist bull creates wealth. Scared money never wins.

Enabling Thane's Digital Growth Through IT MART

In today's business environment, technology serves as the backbone of productivity and growth. At IT MART, the mission is to simplify and strengthen IT adoption for businesses and individuals across Thane and nearby areas.

As an authorised partner for leading brands like Dell and HP, IT MART provides not just devices, but comprehensive IT solutions, including laptops, desktops, storage systems, and infrastructure support. The focus remains on helping organisations build reliable, secure, and scalable IT environments.

Thane has rapidly evolved into a hub for SMEs and professionals, bringing with it new challenges. One of the key concerns businesses face is managing data securely while enabling remote work. IT MART addresses this through



Ulhas Kulkarni,
Partner, IT MART



The company's impact extends beyond businesses. IT MART actively supports students and professionals by guiding them toward the right technology investments, enabling better learning outcomes and improved work efficiency.

on-premises storage solutions (NAS), secure access systems, and customised IT setups. These solutions allow businesses to

reduce dependency on cloud services while maintaining complete control over their data.

What sets IT MART apart is

its commitment to service and long-term relationships. By minimising downtime and offering dependable support,

the company ensures that clients can focus on what matters most – their growth.

At its core, IT MART believes that empowering local businesses with the right technology contributes directly to Thane's digital and economic progress.

OIASPL: Two Decades of Trust, Innovation and Intelligent Living

(From Pg. 1)

A Vision Rooted in Empathy and Design
Vaibhav Chiplunkar's philosophy is what sets OIASPL apart. He views every project as a unique canvas, operating on the belief that every home is the ultimate dream of the buyer. His focus goes beyond wires and screens; he seeks to understand the soul of a space and the lifestyle of its home owners.

Two Decades of Excellence Across Segments

Since 2006, OIASPL has maintained a rare consistency in quality, delivering excellence across three core segments:

- **Residential:** Transforming private villas and iconic luxury residences into intuitive "living" environments.
- **Hospitality:** Enhancing guest comfort and operational efficiency for world-renowned hotel brands.
- **Commercial & Institutional:** Creating smart, energy-efficient workspaces and educational environments.

The Technical Mastery Behind the Comfort

While the user experience is simple, the



Vaibhav Chiplunkar
Founder-OIASPL
Prajakta Chiplunkar
Director-OIASPL



backend execution is rigorous. OIASPL is known for its "Invisible Precision", where every layout is meticulously planned, and every installation is handled by an in-house team to ensure safety and long-term reliability.

A Comprehensive Suite of Services

OIASPL offers a wide spectrum of integrated smart solutions tailored to

diverse spaces:

- **Lighting:** Indoor and Outdoor Lights.
- **Lighting Control:** Precision mood-based indoor and outdoor lighting.
- **Climate & Environment:** Automated management of curtains, blinds, and HVAC systems (including VRV/VRF control).

- **Entertainment & Security:** State-of-the-art audio-visual control and premium access control solutions.

National Excellence and Overseas Growth

With a strong foundation in India, OIASPL has successfully expanded its footprint to include significant overseas projects. The company is highly recommended for its work across Africa, having successfully submitted and executed major installations in Uganda, Kenya, Malawi, and Rwanda. A standout achievement is the automation for the Four Points by Sheraton in Kigali, highlighting OIASPL's ability to deliver excellence on an international scale.



@OIASPLINDIA

Unseen to Unstoppable

Invisible, Yet Influential: The Power of Being Quietly Known

Sushrut was never the person who owned the stage.

He didn't command attention with a microphone, nor did he thrive in loud rooms. He wasn't the one people noticed first at networking events. In fact, he preferred staying in the background, observing, listening, and understanding.

Some saw it as shyness. Others called it humility. A few even assumed he lacked presence.

But what most people didn't see was what Sushrut was quietly building.

While others focused on pitching, presenting, and promoting themselves, Sushrut focused on people. He made it a habit to remember names, understand needs, and connect individuals who could genuinely benefit from each other. He didn't rush conversations. He didn't try to impress. He simply showed up with intent, with consistency, and with sincerity.

He wasn't trying to be visible. He was trying to be valuable.

Over time, something interesting began to happen.

People started talking about Sushrut in rooms he wasn't even part of. They began recommending him, referring him, and trusting him with their networks. His name travelled faster than he ever did.

That's when the shift became clear.

Networking was not about visibility.

It was about credibility.



Kiran Zende
Consulting Editor for Business
Networking Articles

Sushrut understood that influence doesn't come from how loudly you speak, but from how deeply you connect. He didn't aim to be known by everyone. He aimed to be remembered by the right people.

He didn't try to be impressive. He chose to be dependable. And that made all the difference.

Today, when people refer to Sushrut as a business relationship expert, it isn't because he mastered stage presence. It's because he mastered something far more powerful—trust.

He learnt that real networking isn't transactional. It is built on patience, consistency, and genuine intent. It's about creating value without immediate expectation, and building relationships that outlast opportunities.

Sushrut never became the loudest voice in the room.

But he became the most trusted one.

And in the world of business, that is far more influential.

Networking isn't about collecting contacts

It's about creating meaningful connections and mutual wins.

If you master these, you don't chase opportunities — opportunities start chasing you.

Akshay Kumar Mahapatra and Aleafiaa Pharmaceuticals: A Journey of Innovation

In the high-stakes world of pharmaceuticals, where the line between corporate strategy and public health often blurs, few narratives are as compelling as that of Akshay Kumar Mahapatra. This is a story not of silver spoons, but of shoe-leather persistence—a journey from the dusty roads of a Medical Representative to the boardroom of global enterprises, and finally, to the "orbit-changing" realm of entrepreneurial disruption.

The Architect of Ascent: From the Field to the Boardroom

Akshay Kumar Mahapatra's career is a masterclass in professional evolution. Starting as a Medical Representative, he learnt the industry from the ground up, mastering the art of the "pitch" and the science of patient needs. This foundational experience proved invaluable as he climbed the corporate ladder, eventually reaching the pinnacle as a Managing Director (MD).

His expertise is sought after by the industry's most respected players. As an Independent Director on the board of Gufic BioSciences, Mahapatra helps steer a leader in lyophilised injectables and healthcare innovation. Simultaneously, his role on the board of Omnicals Pharmaceuticals, a 100% export-oriented firm, highlights his prowess in navigating international regulatory landscapes and global supply chains.

Aleafiaa Pharmaceuticals: The Entrepreneurial Pivot

With the launch of Aleafiaa Pharmaceuticals, Mahapatra has entered a new "orbit." Rather than following the well-trodden path of generic manufacturing, Aleafiaa has positioned itself as a boutique innovation hub.

• **Development over Mass-Production:** Aleafiaa is not currently a manufacturer in the traditional

"In an industry often defined by its past, Akshay Kumar Mahapatra is focused entirely on the future—bridging the gap between what healthcare is and what it ought to be."



Akshay Mahapatra

sense; instead, it is a powerhouse of novel nutraceutical formulations.

• **Scientific Customisation:** The company focuses on identifying "white spaces" in the market, developing specialised products like Oa-mend- For Osteo-arthritis and Fatigone- For Fatigue and Mylgia that address specific physiological gaps that standard supplements often miss.

• **The Bridge to Wellness:** By applying pharmaceutical-grade rigour to the nutraceutical space, Aleafiaa ensures that "wellness" is backed by clinical-standard efficacy.

The Vision for the Future: Scaling the Horizon

For Mahapatra, the current success is merely the baseline. The roadmap for Aleafiaa is built on aggressive, strategic growth designed to touch every corner of the Indian healthcare market.

• **Geographic Dominance:** The company is currently deploying a

robust field leadership team and an expansive sales force across North and South India, ensuring a truly pan-India footprint.

• **Diversifying the Portfolio:** Plans are already in motion to expand the "Criticare" and "General Wellness" divisions, bringing life-enhancing formulations to a broader demographic.

• **Preventive Leadership:** The ultimate goal is to lead the shift from reactive medicine to proactive health management, positioning Aleafiaa as a household name for quality and innovation.

