

Bhumi World Times

Supported by **ठाणेवैभव**

VOLUME: 01 | APRIL 2025 | ISSUE: 02 | THANE | 4 PAGES

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Editorial

Bhumi World: A New age B-school



Prakash Patel

It is rightly said man should keep learning. He should always be in student mode and keep the right company of friends. It is necessary to be amongst the right people at the right time. We have such inspiring people around us in the Bhumi World that each day we get to learn new business lessons. It won't be an exaggeration to say that Bhumi World is like one of the finest 'B Schools' (read B for Bhumi and B for business) to learn from.

I feel proud to see the remarkable feat achieved by my Bhumi World members. Thanks to Bhumi World Times we are getting to know each other's commendable work which will keep motivating us for a longer duration.

Every success story has a story behind it. Talking about Wayona, they were way ahead of their times. It is very important to be abreast about all the developments happening in the world and identify the potential, scope and opportunities. One has to react and respond quickly and avail the first mover advantage in the market. Also define the segment whom we wish to cater which helps us to plan and strategise our things more systematically.

Agam print hub showcases 3 Ds which are highly essential in any business- they are dedication, devotion and determination. They had a humble start but have reached a pinnacle of success in a span of decade with many corporate brands to their credit.

I was amazed to see the quality of bags manufactured by Lenore. Their quality control method is worth appreciating! where every bag is inspected, checked thoroughly and then sent ahead. Such micro level supervision helps to build a long lasting brand.

We at Bhumi World are proud to know that we will be responsible to save precious resources of our country as a pathbreaking idea's foundation is getting laid in our very own premises by Indian Drugs and Vitamins and Enzonomix Biotech LLP.

Om Paras are carrying the legacy well. They have evolved as per the changing expectations of customers and adapted. Their ethics have made them a household name and therefore have become synonymous to kitchens in India and abroad.

We have heard success tastes sweetest but at Bhumi World it also smells the best! Arham's essence of success lies in its innovation and being natural. Despite having a stiff competition they created their unique identity with premium and organic products.

This is the best networking group one can have which will indeed help us to augment our net worth!

Wayona Corporation: A Decade of Innovation in Tech Accessories & Gadgets

Wayona Corporation, based in Bhumi World Industrial Park, is a leading name in the mobile accessories and tech gadgets industry. Known for its premium, fast-charging products and innovative digital solutions, Wayona has carved a niche in both the B2C and B2B segments. Founded by Jimit Mehta, an electronics engineer with a vision to revolutionise India's tech accessories market, the company has grown from a single product launch to offering 150+ SKUs across multiple categories in a decade.

Tell us something about yourselves?

Wayona Corporation is a trusted name in the world of mobile accessories, tech gadgets, and customised products, celebrating over 10 years of excellence in the industry. As a top brand on e-commerce and quick commerce platforms, Wayona is known for its high-quality, fast-charging premium products, cutting-edge accessories, and a wide range of smart gadgets that cater to modern digital lifestyles.

With a focus on shorter delivery times and an efficient supply chain,



Jimit Mehta

Wayona ensures that customers—both B2B and B2C—receive their products quickly and reliably. The brand has built a strong reputation among businesses by offering customised tech solutions and

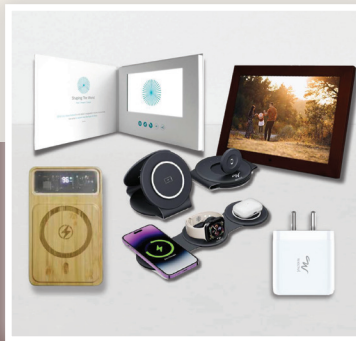
high-performance accessories designed to enhance convenience, productivity, and connectivity.

From fast-charging cables, smart chargers, and wireless solutions to innovative tech gadgets and personalised corporate gifting, Wayona is a one-stop destination for premium technology products. The company continues to set industry benchmarks with superior quality, cutting-edge innovation, and a customer-centric approach, making it a preferred choice for consumers and enterprises alike.

How did you start your organisation?

Wayona was founded with a vision to bring high-quality, innovative tech accessories to the Indian market. With a BE in Electronics and five years of experience at Huawei in India and abroad, I returned to India in 2013-14, just as Amazon was entering the Indian e-commerce space. This was a pivotal moment, and we gained a first-mover advantage by launching Wayona with a single product USB WiFi adapter.

As the Indian e-commerce market kept growing, we continuously expanded our product range. Today, Wayona has over 150 SKUs and three brands, offering a diverse selection of fast-charging, premium accessories, and tech gadgets. **! Pg. 4**



Aagam Print Hub brings client's vision to life



Aagam Print Hub LLP was started in 2003 by Ganesh Gami. From a humble beginning inside a 200 sq ft office to a sprawling 20,000 sq ft, Aagam Print Hub has come a long way. The company began its operations with stationery and photocopy, and later evolved to focusing its resources towards print.

With the increasing demand for printing, courtesy of globalisation, startups and established players require

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"We print everything, including labels' boxes and package all printing solutions under one roof. Though there is tremendous competition in the market, we are blessed with 400 loyal and esteemed clients, who prefer us for quality and on-time delivery," said Ganesh.

Lenore offers Bagful of Joy



Business runs in the blood of Himanshu Chheda, who acquired entrepreneurial lessons from a very young age. Himanshu recalls, "From childhood, I got business lessons from my father. Every day after school, I used to go to my father's shop and learn the tricks of trade."



LENORE BAGS which was established by Himanshu Chheda in 2018 has become one of most credible names in the luggage industry, combining over 20 years of manufacturing expertise with a commitment to quality and customer satisfaction.

"Under our brand name LENORE, we specialize in crafting a wide range of high-quality soft luggage products tailored to meet the diverse needs of our customers", says Mr Chhedda.

With a rich heritage of craftsmanship and forward-thinking innovation,

LENORE BAGS has set the standard in the luggage manufacturing industry for more than two decades. From their very beginning, they have committed themselves to produce exceptional products that merge style, durability and practicality.

"At LENORE BAGS, we take pride in our extensive product range, which includes School Backpacks, College Bags, Trekking Bags, Laptop Bags, Travelling Bags, Ladies Shopping Bags, Messenger Sling Bags, Gym Bags, Executive File Bags, and more. From everyday essentials to

specialized travel gear, we offer solutions to suit every lifestyle and requirement", adds Mr Chhedda.

"Beyond our standard product offerings, we specialize in customized solutions tailored to our clients' specific needs. Whether it's cosmetic pouches, drawstring pouches, customized backpacks, jute tote bags, or any other soft luggage item, we have the expertise and resources to bring your vision to life", tells Mr Chhedda. LENORE BAGS is guided by the principles of hard work, quality craftsmanship and integrity. They believe in standing by their

promises and delivering products that exceed expectations. Every item undergoes rigorous quality checks to ensure that it meets our stringent standards before reaching our customers.

Customer satisfaction is at the heart of everything they do. "We strive to not only meet but exceed our customers' expectations by offering top-notch products, responsive customer service, and timely delivery. Their satisfaction is our ultimate reward, and we're committed to earn their trust with every purchase", concludes Mr Chhedda.

Arham Fragrance : Revolutionising the Incense Industry



Among its extensive range of products, Masala Agarbatti holds a special place as a premium offering. Crafted with a blend of aromatic spices, herbs, and natural oils, Masala Agarbatti offers an intense and long-lasting fragrance. The production capacity for Masala Agarbatti is robust, with a daily output of 200 kg, created through a detailed five-step process to ensure the highest quality. With a total production capacity of 30 tonnes per annum, Arham Fragrance has established itself as a leading player in the incense industry.

A critical element of its success is the strategic location at the Bhumi World Industrial Park, which provides an ideal environment for growth and innovation. The park is designed to support businesses in scaling up operations, fostering an ecosystem where creativity and efficiency thrive.

Going forward, the company is currently working on introducing a new product: the Masala Dhoop Stick. It is



also planning to venture into the new varieties of attar section. With these innovations in the pipeline, Arham

Fragrance could become a staple for fragrance lovers seeking variety and quality.

In the world of fragrances and spiritual rituals, incense plays an indispensable role, creating an ambiance of peace and tranquility. At the forefront of this aromatic evolution, Arham Fragrance which is founded by Paresh and Rakesh Jain proudly stands as the pioneer who introduced the India's first Masala Dhoop Stick to the market, a product crafted using natural and organic ingredients. Unlike traditional incense sticks, its Dhoop Stick provides a unique aromatic experience with a longer burn time of 1.5 hours, making it perfect for those who seek a more sustained and immersive fragrance experience. The choice of natural ingredients ensures a cleaner, healthier burn, free from artificial chemicals, which appeals to the growing demand for environmentally conscious and organic products. Arham Fragrance's products are available all over India.





Equipping Kitchens, Uniting Families

Vardhman Kitchenware Pvt Ltd, registered under the umbrella of Om Paras India, is a manufacturer, supplier and exporter of quality kitchenware products from India. Since the beginning of its business in 1988, it is committed to quality by using the best raw materials available. It was founded by Parmasmal Parmar and is now run by his sons Mahavir and Jayesh. While Mahavir is in charge of production, Jayesh looks after the marketing.

Under the ambit of Vardhman Kitchenware Pvt Ltd, manufacturing of toppli basket, light basket, roti basket, litti chokha (grill roaster), hot pot ring, tea and coffee strainers, jumbo jhara, light juice strainer, royal handle jhara, wire handle puri jhara, deep fryer, papad jali, dome cover, flat basket, puran chalni, wire handle ghee and oil strainers, wire handle milk and coffee strainers, wire handle juice and soup strainers, heavy handle milk and coffee strainers, heavy handle juice and soup strainers, multi-purpose colanders with lid, multi-purpose colander, SS milk can, net covers, fix chalni, folding chalni interchangeable,

frying basket, and deep frying basket, gold series round basket with lid and fridge basket.

"One of our major strengths is understanding customer needs and requirements and blending them with teamwork and expertise for optimal and consistent output. We have a competitive edge over our peers, courtesy of our innovative designs, advanced machinery, qualified workforce, capability to meet bulk orders, affordable prices, timely delivery, and health trade practices," says Jayesh.

Not just in India, the Parmar family has carved a niche for itself abroad. Its products are exported and well-accepted in African countries and Iran.



Enhancing Poultry Health, Production, Feed Efficiency:

Pulak Roy, a seasoned scientist with 35 years of experience in animal healthcare and biotechnology, launches Enzonomix Biotech LLP in Bhumi World to transform India's poultry industry. The company's primary focus is on improving the feed conversion ratio (FCR) in poultry (80%), followed by aquaculture (15%), and other animal healthcare products (5%). The goal is to enhance feed efficiency, reduce feed costs, and minimize the ecological impact of poultry farming.

In modern poultry production, feed accounts for up to 80% of the total costs. To tackle this, Enzonomix utilises enzymes, prebiotics, and

Enzonomix Biotech will help India save ₹150 crore per month



Dr. Roy emphasizes the biomedical aspects of this approach, stating, "Enzymes function as metabolic accelerants, facilitating optimal nutrient uptake. This is akin to targeted pharmacotherapy in human medicine, where improved metabolic processing can be life-changing. In pediatric nutrition, for instance, enzyme support can promote better gastrointestinal motility and nutrient distribution, offering a therapeutic edge for undernourished children."

probiotics in feed production. These biocatalysts improve the digestion of fats and carbohydrates by around 20%. Roy explains the broader application of enzymes, stating that they function as metabolic accelerants. This approach can even help undernourished children digest and absorb more nutrition, demonstrating its wide-reaching potential.

The economic benefits of improving feed conversion are substantial. In Mumbai alone, where over 2 crore hens are processed every month, a ₹3 reduction in feed costs per bird would save ₹6 crore monthly. On a national scale,

these improvements could result in savings exceeding ₹150 crore per month and up to ₹1,800 crore annually. This

financial gain would significantly increase the profitability of the poultry sector while reducing the reliance on imported feed supplements, which currently account for 80% of the sector's needs. By developing indigenous alternatives, companies like Enzonomix and Indian Drugs & Vitamins are reducing foreign exchange outflows and strengthening India's biotechnology sector.

Beyond the economic benefits, improving feed efficiency also has environmental advantages. Less feed consumption leads to reduced land use, water conservation, and lower greenhouse gas emissions from feed production. This contributes to a more sustainable and eco-conscious poultry industry. Thus, by combining cutting-edge biotechnology with sustainable practices, Enzonomix Biotech is not only optimising poultry production but also paving the way for a greener, more cost-effective, and resilient future in animal agriculture.



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Wayona Corporation: A Decade of Innovation in Tech Accessories & Gadgets

In 2015, Karan Shah joined the company, helping us tap into the B2B segment and further scale our operations.

Consumer expectations have drastically evolved over the years. Earlier, customers were satisfied with a three-day delivery time, but with the rise of quick commerce, they now receive products within 10-15 minutes. This shift in convenience has increased consumer spending and is expected to drive exponential market growth in the coming years. Wayona continues to stay ahead by focusing on faster delivery, premium quality, and innovation, ensuring we meet the demands of this evolving digital landscape.

How has been the journey so far? What were the challenges and how did you overcome them?

The journey of Wayona has been an exciting and transformative one. From starting with a single WiFi adapter in 2013-14 to becoming a leading brand with 150+ SKUs across multiple tech categories, we have grown alongside India's booming e-commerce and quick commerce industry.

However, growth never comes without challenges. Here are some key hurdles we



faced and how we overcame them:

1. Establishing a Brand in a Competitive Market

In the early days, we were competing with well-established international brands. Gaining consumer trust was difficult, especially in the online space.

Solution: We focused on premium quality products, competitive pricing, and excellent customer service, which helped build a strong reputation. Positive reviews and word-of-mouth marketing played a crucial role in our growth.

2. Adapting to Changing Consumer Expectations

Earlier, customers were satisfied with 3-day deliveries, but with the rise of quick commerce, the

demand shifted to 10-15 minute delivery times.

Solution: We optimised our supply chain, partnered with quick commerce platforms, and ensured inventory was strategically placed across warehouses to meet these evolving demands.

3. Expanding Product Line & Managing Inventory

Scaling from one product to 150+ SKUs required efficient inventory management and supply chain optimization.

Solution: We implemented data-driven forecasting to manage stock levels and minimise delays while ensuring we always had in-demand products available.

4. Entering the B2B Market

Initially, we were focused on B2C sales, but the opportunity in

B2B tech solutions was massive. After Karan Shah joined in 2015, we expanded into the B2B segment, which required a different approach to sales and logistics.

Solution: We built strong partnerships with corporate clients, offering customized solutions and bulk orders while maintaining our quality standards.

5. Maintaining Profitability Amidst Rising Costs

With the increasing cost of raw materials, logistics, and marketing, maintaining profitability was a challenge.

Solution: We streamlined operations, focused on cost-effective yet high-quality manufacturing, and leveraged direct-to-consumer (D2C) models to reduce dependency on third-party sellers.

What are the products and services that you offer and how are they unique from others?

• Innovation & First-Mover Advantage— We were early adopters of e-commerce and quick commerce, staying ahead with cutting-edge product launches.

• Fast-Charging & High-Performance— Our products use the latest PD & QC technology, ensuring faster, safer charging.

• Quick Commerce Ready— With optimised logistics, we ensure rapid deliveries, meeting the growing demand for instant fulfillment.

• Quality & Reliability— Every product goes through rigorous testing, ensuring durability and safety.

• Strong B2B Presence— We cater to corporate clients, resellers, and enterprises, providing customized solutions at scale.

What has been your success formula and what are your future plans?

With the Indian tech accessories market evolving rapidly, Wayona continues to expand its product line, embrace smart technologies, and optimise delivery times to stay ahead.

By leveraging the benefits of Bhumi World Industrial Park, Wayona continues to optimise its supply chain, improve efficiency, and deliver high-quality tech products with speed and reliability. Operating in a well-planned industrial environment gives us more storage capacity, better workflow management, and a cleaner workspace, leading to increased productivity.

I From Pg. 1

Aagam Print Hub brings client's vision to life



where your artwork comes to life on paper, meticulously ensuring that every colour and detail aligns perfectly with your vision, no matter the scale or complexity. Moreover, in speciality printing (UV, Metallic Inks, Drip off), we take your printed materials to the next level by adding custom touches that create a lasting impact. These enhancements transform



regular branding, attractive packaging, labelling, price tags etc. Business behemoth like Godrej is one of the clients of Aagam Print Hub. Monginis too is in the elite list.

Ganesh adds, "We regularly work with reputed banks, schools and other educational institutions. We print catalogues and brochures in huge numbers. We have some unique range of colours which helps us to execute exceptional print jobs."

Besides, during elections and Diwali, Aagam Print Hub receives huge orders for government books, sweet boxes, etc. Ganesh mentions, "We do a lot of research on the design of boxes. Every year, we have a new design during Diwali."

At Aagam Print Hub, processes like printing, lamination, UV folding, and cutting are automated to ensure international standard output. Ganesh elucidates, "Our meticulous pre-press phase ensures every project is prepared for flawless printing. This is the phase

plain printed materials into extraordinary marketing tools that capture attention and leave a memorable impression. In the final phase, your printed materials are expertly transformed into polished, ready-to-use products through precision post-printing techniques."

Whether it's premium packaging, promotional materials, or large-scale print runs, Aagam Print Hub combines innovation, precision, and attention to detail to bring client's vision to life.

OUTLET MALL OF INDIA

BRANDS ONBOARDED

Retail Brands



F&B Brands



Entertainment Brands



COMING SOON

