

Bhumi World Times

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Editorial



Prakash Patel
MD, Bhumi World

Listen to your customer's heart

Understanding the true needs of customers is the foundation of any successful business. When you identify a real demand and offer practical, feasible solutions, success follows naturally. At Bhumi World, we are proud to be home to businesses that don't just keep up with market trends; they set them. Our members have their fingers on the pulse of the market, and their ability to adapt ensures they remain relevant and ahead of the curve.

Take Cityfurnish, for instance. In a world where professionals and families are constantly on the move, and furniture prices are skyrocketing, they introduced a simple but brilliant idea of renting furniture. It filled a major gap in the market and quickly became a go-to solution for thousands. This is the kind of business that doesn't need to be pushed; it attracts customers organically because it solves a real problem.

Another Bhumi World member is making strides in the furniture industry, not through rentals, but by manufacturing premium designs with a focus on quality and speedy execution. In business, good design is not just about aesthetics; it plays a critical role in functionality and long-term success. Companies like PR Mistry have been instrumental in providing businesses with design solutions that boost efficiency and scalability.

Speaking of impactful design, I must highlight one of our standout companies, Ashida Electronics, which has made a global mark in power protection. Their commitment to customised solutions has not only earned them international recognition but also set a benchmark for innovation. What's more inspiring is the involvement of family members in the business, showcasing how synergy within a team can drive exponential growth.

Lastly, I'm delighted to mention Praful Foods, who bring happiness to thousands through its ever-evolving food offerings. They've embraced changing tastes and lifestyles while maintaining exceptional standards, and we're proud to host them at Bhumi World.

To all entrepreneurs out there: Listening to your customers' hearts unlocks true business potential. It's not just about hearing needs, but understanding emotions, desires, and values. When you connect deeply, trust grows, loyalty strengthens, and your brand becomes unforgettable. Empathy drives lasting success.

No Celebration is Complete Without Praful Foods!

Be it a thrilling cricket match, a festive gathering, or a joyous party—Praful Foods has become a household name when it comes to snacking. Loved by millions across India, Chivda, a traditional Indian snack, is their crown jewel and a healthier alternative to junk food, especially favoured by parents for their kids.



Praful Nandu and Bhavin Nandu

Founded on August 15, 1999, by Pravina Nandu and Praful Nandu, Praful Foods has grown into a beloved brand. It remains a family business, with their sons, Chetan Praful Nandu and Bhavin Praful Nandu, also serving as proprietors.

Manufactured at their state-of-the-art facility at Bhumi World, Praful Foods ensures the highest standards of hygiene and quality. With production running in tonnes, each batch is crafted with

care and consistency. From cheese and oregano-flavoured Makhanas for the young crowd to sugar-free options loved by seniors, there's something

for everyone. Their bhel and snack bites have also become popular food items among all dryfruit stores across Mumbai and the Gujarat region.

Available Across India

With a strong presence in over 300 leading sweets and namkeen stores, Praful Foods continues to win hearts with its rich taste and thoughtful innovation.

So next time you're reaching for a snack, make it a Praful Foods snack. Because good taste and good health can go hand in hand!



Chetan Nandu



Cheese Masala Makhana



Nylon Chivda



- **A World of Chivda Varieties**
Praful Foods offers a wide range of chivda to cater to all taste buds:
 - Regular Chivda
 - Roasted Chivda
 - Puffed Chivda
 - Sugar-Free Chivda
 - Upvas (Fasting) Chivda
 - Dry Fruits Chivda
- **And that's just the beginning!**
Over the past decade, they've innovated with unique flavours like:
 - Jowar Chivda
 - Makai (Corn) Chivda
 - Roasted Corn Chivda
 - Roasted Basmati Chivda
 - Oats, Bajri & Multigrain Chivda – Popular among health-conscious office-goers.

Relocate hassle free with Cityfurnish!

Smart Rentals for urban living



Neerav Jain
Founder



Say goodbye to the stress of moving and furnishing your new space. With Cityfurnish, you can rent premium furniture and home appliances that make your house feel like home—without burning a hole in your pocket!

Now shifting will be hassle-free, thanks to Cityfurnish. They offer premium furniture on rent, helping you create a home-like environment wherever you go. Whether it's your bedroom, dining area, living room, study room, kids' furniture, mattresses, or home appliances—everything is available on rent, making the entire setup process effortless and economical.

Cityfurnish provides a wide variety of choices and designs, ensuring high-quality, stylish furniture that meets every taste and requirement. Renting not only saves you money but also gives you the freedom to explore and experiment with different styles in your home or office. It's a great solution for people who frequently relocate due to work or other commitments.

Today, many people are opting for renting furniture because it is extremely cost-effective and flexible. You can



Saurabh Gupta
Co Founder

Cityfurnish offers a range of convenient services, including monthly EMI options, free cancellation, doorstep delivery, free relocation, and free installation, all within a stipulated time frame. With over 1,000+ products and 300+ designs, there's something for everyone—no matter your style or budget. Plus, there are plenty of discounts and combo deals available.

easily upgrade your furniture, get it insured, and stay protected—

Cityfurnish is currently available in Delhi, Mumbai, Bangalore, Pune, Gurgaon, Noida, Hyderabad, Hosur, Chennai, and Jaipur. Lakhs of customers have already used their services and become strong referrals, proving that renting furniture is not only smart but also incredibly convenient.

without long-term commitments. As family needs grow and work culture becomes more dynamic,



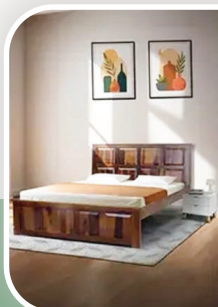
Vinit Jain
Co Founder

renting furniture helps you stay agile and meet those changing demands with ease.



Why Choose Cityfurnish?

- **Wide Range:** Over 1,000+ products and 300+ designs to choose from
- **Cost-Effective:** Save money while enjoying premium-quality furniture
- **Flexible Plans:** Choose from various payment options, including monthly EMIs
- **Experiment Freely:** Change up your style as often as you like
- **Ideal for Movers:** Perfect for people with transferable jobs or short-term stays
- **Insurance & Protection:** Furniture insurance for peace of mind
- **Free Perks:** Enjoy free relocation, free installation, and doorstep delivery
- **Cancel Anytime:** Zero-hassle free cancellation policy



PR Mistry: Where Imagination Meets Execution in Interior Design



Sharwan Mistry



Punam Mistry



Girdhari Mistry

Founded in 2008 by Sharwan Mistry, Punam Mistry, and Girdhari Mistry, PR Mistry has emerged as a one-stop solution for premium home and office interiors. With furniture and design running through their veins, the founders—second-generation entrepreneurs—have carried forward a proud legacy while redefining industry standards. Over the years, PR Mistry has built a solid reputation for excellence, creativity, and reliability in the world of interior design and execution.

At the heart of PR Mistry is a dynamic team comprising 10 expert architects and designers, supported by a skilled workforce of over 175 workers. This powerful combination of talent and manpower enables the company to deliver flawless execution across multiple large-scale projects simultaneously. Their state-of-the-art furniture factory at Bhumi World allows them to work on more than 25 sites at the same time,

A driving force behind PR Mistry's design innovation is Mr. Sharwan Mistry, whose keen aesthetic sense and visualisation skills bring a unique flair to every project. "I see design in every element of life," says Sharwan. "I am a design lover who enjoys exploring, experimenting, and innovating to create something special for each client."

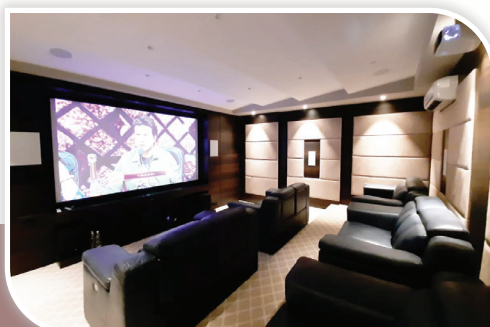
ensuring quality and consistency without compromise.

What truly sets PR Mistry apart is its core philosophy: "Under promise, over deliver." Known for completing projects ahead of schedule, the company

has become synonymous with trust and dependability. Their belief that "Your imagination, our execution" is more than just a motto—it's a commitment. At PR Mistry, there is no room for "no"; they pride themselves on making the impossible possible for their clients.

Over the years, PR Mistry has been associated with some of the most iconic interior projects in Mumbai and beyond. From the offices of the famous gaming app Dream11 to real estate giants like Sugee and infrastructure leaders such as Avigna, PR Mistry has consistently delivered spaces that blend aesthetics with functionality.

Whether it's residential elegance or commercial sophistication, PR Mistry ensures that every detail is executed to perfection. With a foundation built on trust, creativity, and timely delivery, PR Mistry continues to be a name that transforms spaces and brings visions to life.



Ashida Electronics: A Legacy of Innovation and Family

Founded on November 30, 1970, by Bhau Kulkarni and S.D. Naik, Ashida Electronics has evolved from a small venture into a leading name in power protection and automation. The company, now a successful third-generation business, began in a modest 150-square-foot home. The name ASHIDA—short for Ashirvaad (blessings) from ASHa Aal and Dada—was a tribute to the grandparents who supported the initial venture.

Sujay Kulkarni, Bhau's son and a second-generation entrepreneur, shared the story of the company's beginnings. His father, a visionary who had previously worked on transistor radios, wanted to prove that India could domestically produce high-tech electronics and reduce its reliance on imports. Despite financial challenges and initial scepticism from the market, Kulkarni and Naik persevered.

automates substations, has been successfully implemented in over 75 projects.

A Family-Driven Success

The success of Ashida is a testament to the dedication of every family member. Bhau Kulkarni was the visionary behind new product development, while S.D. Naik has expertly managed sales and marketing for decades. Asha, Bhau's wife, played a critical role in managing the company's finances while also



Today, the Ashida family has grown to 450 members with five factories and multiple sales offices. Sujay's wisdom for aspiring entrepreneurs is to prioritise employee and customer well-being over profits, stay true to the company's core competency, and maintain separate hierarchies for family and business to ensure continued success.



Their business, which began with specialised electronics, soon expanded into electrical transmission and distribution with crucial support from MSEB and other industry experts.

A New Generation of Leadership

Sujay joined the family business in 1995 after his elder brother, Suyash, had already started. Challenged by his father to create his own role, Sujay, who has a B.E. in Computers, introduced the SCADA (Supervisory Control and Data Acquisition System) to the company. This powerful computerised system, which

holding the family together.

Other key family members include Sunil Kulkarni, who handles HR and administration. Suyash Kulkarni has significantly advanced the company's research and development with his analytical skills, contributing to new product offerings and securing four patents. Sujay's wife, Aparna, has taken over the accounts and finance responsibilities, while his sister-in-law, Sukhada Vahini, oversees quality control. The legacy continues with the third generation, as Sujay's nephew, Soham, now handles company operations.



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BHUMI WORLD sky
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RECIEVED

Possession: December 2027

• Bhiwandi's Tallest Commercial Tower

• Prime Location

• Smart Offices

• Key Highlights

- G+15 Floors
- State of the art Security features
- Ample parking spaces
- Ideal for Consultants, Architects, MSMEs, and Growing Enterprises
- Excellent connectivity via metro, road & rail

Limited Units Left
BOOK NOW!

Location

Near Bhiwandi Bypass Naka, Kalyan-Bhiwandi Road Viilage, Rajnoli, Dist. Thane 421302 (Opp. Mahindra Happinest, Kalyan)

For more details, connect with us at
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