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*Diwali Edition*



**WELL THEE**  
Newsletter | Nov' 24

## Message from Team WEALTHAPP

### HAPPY DIWALI

May this Diwali brighten your life with happiness, health, and wealth.



Welcome to the November 2024 edition of WellThee.

We take great pleasure in honouring our clients and their remarkable stories through WellThee, our monthly e-magazine.

**Please share your stories of success, events and community work that you wish to be published.**

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## “QUOTE OF THE MONTH”

MONEY, LIKE EMOTIONS, IS SOMETHING YOU MUST CONTROL TO KEEP YOUR LIFE ON THE RIGHT TRACK.

— NATASHA MUNSON

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### CLIENTS' STORIES

#### Mr. Gour Gupta

Tribes Communication won **8 awards** at **Dragons of Asia 2024**, held in Kuala Lumpur. Team WEALTHAPP is thrilled to congratulate **Mr. Gour Gupta**, MD and CEO of Tribes Communication, for receiving 1 Blue Dragon, 2 Gold Dragons, 2 Silver Dragons and 3 Black Dragons.



NEWS



**2024 DRAGONS OF ASIA**

**TRIBES**

**Tribes Communication Named Top Agency in India & Second in Asia at the Dragons of Asia Awards 2024**

**TRIBES**

**OWNS THE THRONE**

**WITH 8 DRAGONS**

Silver Gold Best in India Gold Silver

**2024 DRAGONS OF ASIA**

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## Dr. Sekhar Sushil Basak

**Dr. Sekhar Sushil Basak**, Founder Chairman and Managing Director - Innovista Feeding Solutions, got featured in the October edition of **Forbes India Magazine**.



## PIONEERING SUSTAINABLE AGRICULTURE THROUGH INNOVATION

With increasing demand for sustainable agriculture, Innovista Feeding Solutions has emerged as a one-stop solution for natural feed supplements. Driven by a commitment to quality, innovation, and sustainability, Innovista is marking its stride as a leader. Innovista's growth and international expansion have placed it at the forefront of creating products that benefit farmers and the environment.

**A Formula for Global Growth**  
The dedication to developing natural, effective feed supplements that resonate with farmers worldwide has helped Innovista thrive. Innovista's global presence is about scaling operations and a strategic vision that values sustainable agriculture and high-quality animal nutrition. Dr. Sekhar Basak, the visionary Founder and Managing Director, explains, "Our commitment to innovation, quality, and sustainability has enabled us to build strong relationships with clients across the globe, establishing Innovista as a trusted name in animal nutrition."

Innovista's flagship product, Curcumol, exemplifies the company's approach to product development. This natural feed supplement is a success because of its ability to address modern agriculture needs. "Curcumol is just one example of how we are continually innovating to develop more sustainable solutions," says Dr. Sekhar Basak, highlighting the company's dedication to progress. The company's focus on animal health and well-being has positioned it as a leading provider of nature-friendly feed supplements. This helped Innovista further strengthen its brand as an industry pioneer.

Sustainability is a global priority in today's era, Innovista has built its identity around sustainable agricultural practices. The company contributes to environmental sustainability with its feed supplements designed to improve feed efficiency and reduce environmental impact. Innovista's R&D plays a crucial role in creating solutions that address the challenges farmers face nowadays, emphasizing animal welfare and resource efficiency.

Innovista is committed to broadening its product range and geographical



footprint. The cornerstone of the company's growth is its dual focus - developing more sustainable, innovative solutions and tapping into new markets. "By leveraging our expertise in animal nutrition and expanding our global network, we aim to solidify Innovista's position as a leader in innovative feed supplements," says Ms. Sheya Basak, the forward-thinking Director of International Business and Digital Transformation. Whether expanding its product portfolio or exploring new territories, Innovista is making its approach clear in every step.

Product innovation is one part of Innovista's success and customer relations are the second part; both of them are equally vital. The company understands each farmer's needs are unique, therefore, they emphasize personalized services. "We strive to provide exceptional customer service and tailored solutions," says Ms. Sheya Basak, underscoring the company's customer-centric approach. Innovista has cultivated long-lasting partnerships with farmers by listening to its clients and continuously refining its offering, ensuring both satisfaction and success.

The company's focus on product quality is another pillar of its reputation. Innovista's high-end manufacturing facilities and rigorous quality control measures ensure that every product meets the highest standards. Global certifications like GMP and FAMIQS further attest to their commitment to delivering consistently high-quality feed supplements. As Dr. Sekhar Basak elaborates, "By investing in quality and innovation, we aim to deliver products that consistently exceed our customers' expectations."

At Innovista, innovation is not only about product development, it also influences customer interaction. The company's investment in digital transformation, including a user-friendly website, AI-powered communication tools, and a robust CRM system, has streamlined operations and improved customer service. Innovista is leveraging technology to create a more accessible, responsible, and informative experience for livestock producers worldwide. The integration of digital solutions has enhanced efficiency and enriched the customer journey.

### Charting the Future of Sustainable Agriculture

As Innovista continues to grow, it remains committed to shaping the future of animal nutrition. The company's road map includes expanding its aquaculture offerings, investing in innovative research, and forging strategic partnerships that will drive growth. "By staying ahead of industry trends and addressing the evolving needs of farmers, we aim to continue positively impacting the global livestock industry," says Mr. Abhay Dubey, the dynamic Manager of Strategy and Growth. With an unwavering focus on sustainability, innovation, and customer satisfaction, Innovista Feeding Solution is leading the way in sustainable agriculture.

Innovista's journey proves that innovation, sustainability, and customer centricity are the essential parts of growth in the modern agricultural landscape. As the company continues to expand its global reach and product offerings, it is clear that Innovista is not just feeding animals, but nourishing the future of farming.

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## Dr. Sekhar Sushil Basak

He also got featured in an article in **Outlook**, over Revolutionising Sustainable Farming.

You can read the full article by clicking on the following link:

<https://www.outlookindia.com/hub4business/innovista-feeding-solutions-revolutionizing-sustainable-farming>



**INNOVISTA**  
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## Welcome to Innovista

We help farmers feed the world, raise healthy animals, produce protein for the world, and protect the environment through nutritional innovation.



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Mr. Avhishek Paul Chowdhury

We congratulate **Mr. Avhishek Paul Chowdhury**, MD - Hotel Sonar Bangla, for bagging the prestigious **MakeMyTrip Business Leadership Award**.



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## Techno India Group

Team WEALTHAPP congratulates **Mr. Meghdut Roy Chowdhury**, Chief Innovation Officer - Techno India Group, for using Google Cloud and revolutionising their own classrooms. They are the first group of educational institutions in India for which **Google** has done a case study.

Read the detailed case study here:

<https://cloud.google.com/customers/techno-india-university?hl=en>



## Techno India University: Redefining education with Digital Campus 2.0 on Google Cloud

[Get started for free](#)

### GOOGLE CLOUD RESULTS

- ✓ Streamlines student onboarding to enroll 15,000 students in 20 days
- ✓ Cultivates student-led innovation with 30-day AI prototypes for social impact
- ✓ Enrolls 500 students within the launch of a new campus
- ✓ Increases student and staff engagement through real-time collaboration tools
- ✓ Expanded reach with 100-acre "School of the Future" and Google Education Center



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Ms. Anupriya Acharya

**Ms. Acharya, CEO – Publicis Groupe, South Asia is amongst the nominees for e4m Influencer of the Year 2023.**

To know more, click on the link below:

<https://www.exchange4media.com/marketing-news/anupriya-acharya-among-nominees-for-e4m-influencer-of-the-year-2023-138055.html>



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### Mr. Jayanta Basu

**Mr. Basu, Mentor of WEALTHAPP Family Office, got his article, 'Our Spanish Sojourn' published in the magazine of Durga Bari.**



**Our Spanish Sojourn**

- Jayanta Basu

The year 1983 saw Anita, Jayeta (then just under 3 years of age) and myself posted in London. We loved our time there but were due to move out by the end of the year as my work visa was expiring.

*We realized that English speakers were in a minority and to get by, one has to learn Spanish*

Opportunity came knocking when the organization I was working with acquired a local bank in Spain and were putting together a team to take over and run it. Serendipitously, the Managing Director- Designate and I happened to be working in the same Division of the Bank in London at the time. One day he asked me if I would be interested in joining him to run the Spanish Bank. I agreed as it seemed to be an interesting as well as a challenging opportunity.

Jayeta, Anita and I reached Spain on Christmas Eve and found the entire city to be lit up in an enchanting display of decorations and festive cheer in time for Christmas, or Navidad, as it is known in Spanish. Needless to say, the three of us (Priyanka came along 3 years later!) were absolutely delighted to be there, imbibing the festive atmosphere of Navidad. Our Spanish Sojourn started on a very happy and positive note and we were certain that we would really enjoy our stay in that country!

Ground reality hit us when we realized that English speakers were in a minority and, to get by, one has to learn Spanish.

**Puerta del Sol, Madrid**



I just about managed at work, and navigating the city, the parks, transportation, buying groceries and other day-to-day stuff had Anita in a bind initially. Jayeta sailed through as the Spaniards are extremely fond of children, and language or not, she was adored in the local children's parks and she loved all the attention!

However, the holiday season was getting over and I, as a member of the Take Over Team, had to get down to serious work and had to master Spanish quickly. This was done by getting a Spanish tutor and also burning the midnight oil. Anita too settled down beautifully, managed very well and was soon fluent in Spanish.

Thanks to the help of a very efficient real estate agent, we quickly located a large, airy and fully furnished home overlooking a beautiful park, and settled down.

British Schools were in short supply in the 1980s in Madrid, and the top one was St. Michael's. Headed by the strict but highly efficient Mrs. Diana Linton, they strictly followed the rule of a maximum of 15 students per class and the class that Jayeta was eligible to be admitted in already had that number. We had our hearts set on St Michael's for Jayeta and I kept on visiting Mrs. Linton regularly for that purpose. I think Mrs. Linton saw and understood my eagerness to get my daughter admitted to her school and finally gave us the nod! Anita and I were over the moon! I did feel though that Mrs. Linton was not too pleased with my frequent visits. But when Jayeta got a double promotion in a year's time, she, very graciously, called Anita and myself to congratulate us on this.

The Indian population in Madrid was not very large and mainly consisted of established businessmen and Embassy personnel. We got to know some of them extremely well. The children too became very close and picnics and outings over the weekends were frequent and very enjoyable affairs. I cannot but mention that the Late Mr. Rajiv Gandhi, the then Prime Minister of India and his wife, Mrs. Sonia Gandhi, were visiting Madrid and Anita and I had the honor of being seated at their dinner table with the Indian Ambassador and his wife.

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*Picnics and outings over the weekends were frequent and very enjoyable affairs*

**Museo del Prado, Madrid**

One thing was abundantly clear to us - the Spaniards were wonderful, family-oriented and super friendly people. Work was very challenging as well as interesting, and was progressing smoothly after an initial settling down period. There was also a lot of work related travel involved, which gave me an opportunity to visit most regions of the country and interact with some very interesting people. Anita too had settled in wonderfully, Jayeta was doing brilliantly, and our home had become the hub for most get-togethers and parties! During our stay we had plenty of visitors, both friends and relatives, which we thoroughly enjoyed.

The years flew by and it was time to welcome our little baby - Priyanka! I remember that we were attending a New Year's Party at the residence of the First Secretary of the Indian Embassy. We were expecting our second child to be arriving around that time, and just after bringing in 1986, Anita went into labour. After dropping Jayeta at a friend's place early morning, I took Anita to the Hospital San Francisco de Asis. The Doctor, who also happened to be the then Spanish Queen's gynaecologist, came and took charge. I remember asking him how his New Year's Party went, and he told me that he had been busy delivering a couple of babies!

While waiting for Priyanka to arrive, my friends started reaching the Hospital. We parked ourselves at the well-stocked bar and restaurant located in the basement of the Hospital. Priyanka arrived not very long after mid-day and all of us were absolutely delighted to see her!

Priyanka and Jayeta's childhood in Spain was full of joy and happiness for my wife and myself, and they were two of the most popular kids on the block! While Jayeta was well-versed in English and Spanish, and of course, Bengali, Priyanka started going to a Spanish Play School and spoke Spanish like a native. During her first visit to India as a little baby she would invariably speak to her two sets of Grandparents and other family members mostly in Spanish, to everyone's utter delight!!

My Spanish stay saw me involved in something which gave me enormous pleasure and excitement - Cricket. There was a group of expats who used to occasionally play cricket in Madrid under the umbrella of a Cricket Club. There was a group of expats who used to occasionally play cricket in Madrid under the umbrella of a Cricket Club.

*There was a group of expats who used to occasionally play cricket in Madrid under the umbrella of a Cricket Club*

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**The MCC Team**

expats who used to occasionally play cricket in Madrid under the umbrella of a Cricket Club. During my stay there some of us got together and revived the club, called the Madrid Cricket Club (MCC). We brought out the first glossy Annual Magazine, which was also sold at some select newsstands. Matches were played on Sundays, starting after 12 noon, and used to go on till 9 pm or so, as we used to have extended daylight there. Our children, who were very friendly with each other, had lots of space to play in the Stadium. The real fun and bonding started after the matches at extended get-togethers at the Bar and Restaurant in the Stadium with our families.

While we were there, we also drove around Spain and saw a fair amount of the country. One of the most cherished memories we have of Spain is the month-long driving holiday we took through Europe. The four of us set out from Madrid and had one of the most enjoyable holidays of our lives. Priyanka was a year old at the time and Jayeta did a stellar job of babysitting her. A lot can be written on this trip, but one of our everlasting memories is Priyanka being both fascinated by the Leaning Tower of Pisa, and worrying that the Tower can fall at any time! Places we visited included Geneva, Vienna, Nice, Florence and Paris, to name a few.

This trip also set the family's record for the longest distance covered in one day. On the last day we drove a distance of around 1200 km from Paris to Madrid, during which time Anita drove more than one fourth of the way. Driving through Europe is a true pleasure with the fabulous roads and sublime views.

It will be remiss on my part not to mention my work here. Taking over a bank and turning it around was a tough, but a very rewarding task. The first challenge was to not only learn the language, as I have mentioned earlier, but to also become fluent in it and get the staff to support us

**The Leaning Tower of Pisa**

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fully. The handful of us expat officers had no option but to do so, and I am happy to say that we all became proficient in Spanish and were able to develop a great bonding with the local staff. Having a dynamic boss helped us greatly.

I would like to mention here that one of the things that very typically reflect the Spanish artistic genre is the flamenco dance. Flamenco is a type of dance that is performed mainly in the southern regions of Spain, with a very strong influence in Andalucia, and is mainly performed by the gypsies. The emotions that the Flamenco dancers transmit from the stage are extremely intense, by far surpassing those of many other dance forms. Having watched many of these, I strongly recommend to anyone visiting Spain that they should watch a Flamenco dance show.

Flamenco Dance



*And ultimately we decided to take up the offer and returned home and have no regrets*

As they say, all good things must come to an end! Our two daughters were growing up and we had, at times, been thinking whether we should return to India, but had not taken a final decision. Well, fate does seem to have its own inimitable ways of intervening! It so happened that one of my very senior bosses from Grindlays Bank in India was visiting Madrid. At a dinner at our place he made me an offer to return to the same bank, an offer which I promised him that I will seriously consider.

This got Anita and myself thinking, and ultimately we decided to take up the offer and returned home, and have no regrets!

I will close by giving a brief peek into a Farewell Party we hosted at our residence in Madrid. Some of the MCC Team members and their families were there, so were some of my colleagues from office and other close friends. In addition to the great camaraderie expressed at the party, which made Anita, Jayeta, Priyanka and myself feel rather sad to leave Spain, two things are forever etched in our memories. One was the very sentimental rendition of Harry Belafonte's Jamaica Farewell by the only West Indian cricketer in MCC (who looked a bit like the famous West Indian bowler Michael Holding, and certainly bowled as fast and furious like him!), and the other was the moving speech of our Managing Director, which probably made us think for a moment whether we should have stayed on!

Well, it was time to say Adios Amigos y Hasta la Vista (goodbye friends and till we meet again), and we reached home, in the latter half of 1989, after a few stopovers in some of the major European Cities.

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LIFE AT WEALTHAPP

Mr. Anindya Paulchaudhuri

**CNBC TV 18**, published an article authored by **Mr. Anindya Paulchaudhuri**, Group CEO – WEALTHAPP, on the timeless wisdom of investing.

You can read the full article by clicking on the following link:

<https://www.cnbcv18.com/personal-finance/the-timeless-wisdom-of-investing-focus-on-asset-allocation-risk-profile-and-time-horizon-19490309.htm>

The timeless wisdom of investing: Focus on asset allocation, risk profile and time horizon

The key to successful investing is not in timing the market but in focusing on what you can control: your asset allocation, understanding your risk profile, and adhering to your time horizon.

By CNBCTV18.com  
October 9, 2024, 7:48:42 PM IST (Published)

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**Most Read**

- Indians likely to enjoy visa-free travel to Russia by spring 2025. All you need to know
- Festive season set to boost

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LIFE AT WEALTHAPP

Ms. Ranjini Ghosh - RANGAKARMEE

**Ms. Ranjini Ghosh** performed the lead role in Rangakarmee's "**Chanda Bedni**" which got featured across various media publications.

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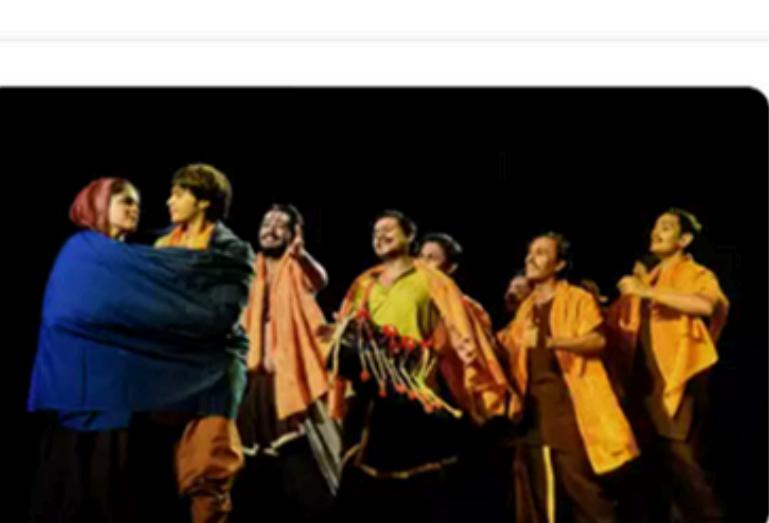
NEWS / ENTERTAINMENT / BENGALI / MOVIES / Tilottama Was Remembered By The Crew And Audience Before ...

**TRENDING** Amitabh Bachchan Javed Akhtar Vettaiyan Movie Review Sanjay Leela Bhansali Ratan Tata Jigra < >

### Tilottama was remembered by the crew and audience before the premier of the new play- Chanda Bedni

Ruman Ganguly / TNN / Sep 10, 2024, 14:27 IST

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At the beginning of the staging of Chanda Bedni, the audience and the crew of the play paid their respects by observing silence in memory of Tilottama. The audience at the premiere of the new play at a city auditorium as eye-popping. While many programs are being canceled or postponed right now, the prominent theater personality late Usha Ganguly's group believes in the principle of- The Show Must Go On.



HOME **COVER STORY** BETTER LIFE FEATURES ENTERTAINMENT BEYOND EAST

SPECIALS

### Rangakarmee joins the protest differently

SEPTEMBER 10, 2024 3:29 PM



SOMASHIS GUPTA  
A devoted foodie with keen interest in wild life, music...

Rangakarmee joins the protest with their latest play, *Chanda Bedni*, directed by Anirudh Sarkar, that delves into themes of injustice towards women, resonating with the city's grief while standing firm on the principle of "The Show Must Go On."

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LIFE AT WEALTHAPP

### WEALTHAPP Holiday Adda

As WEALTHAPP stepped into the 10th year in 2024, we have launched our weekly **WEALTHAPP Holiday Adda** on YouTube, to celebrate our clients and their stories. This month we are sharing the adda with our clients, **DR. NITIN SOOD, MR. AMRESH ACHARYA, MRS AND MR RUPA DAS & PRANAB CHAND BARAL AND MR. SUBRATA KUNDU.**

We will share more such interesting client stories every weekend. You can watch this month's Holiday Adda by clicking on the following videos.



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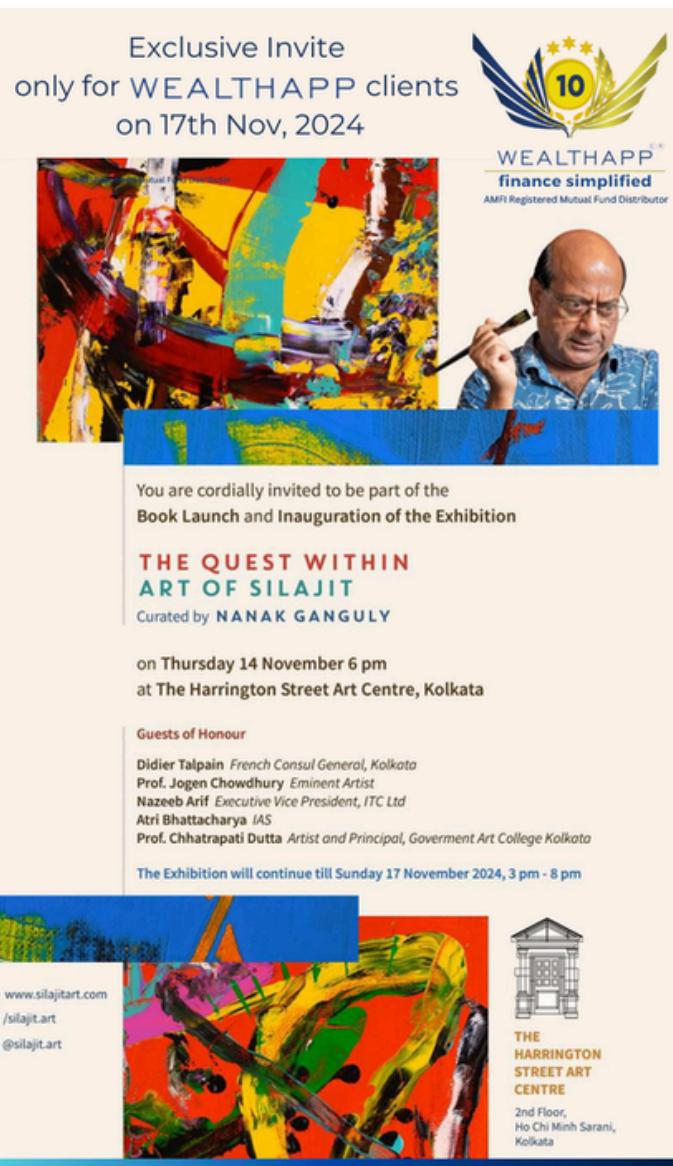
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### Event schedule for November 2024

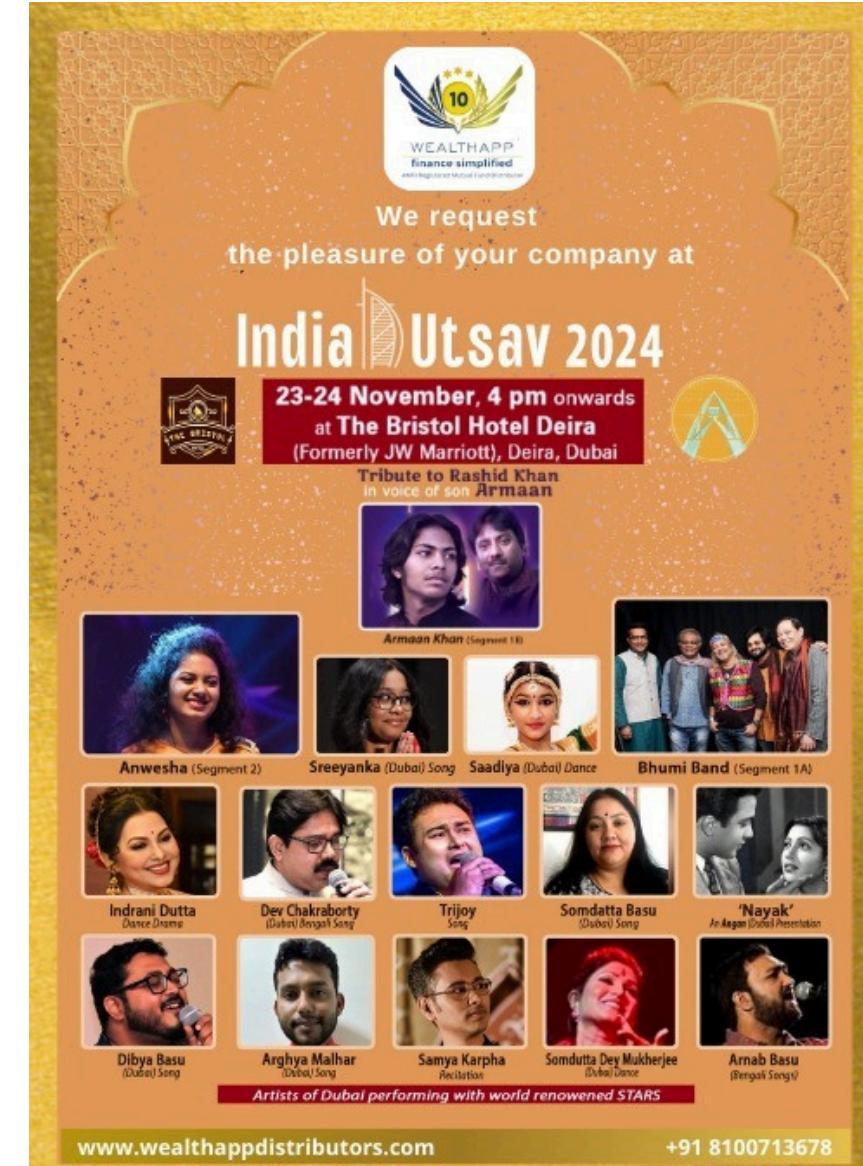
**Art of Silajit**  
Venue: Kolkata  
17th Nov, 2024



**Bengal Rising 3.0**  
Venue: Kolkata  
20-24 Nov, 2024



**India Utsav 2024**  
Venue: Dubai  
23-24 Nov, 2024



**India - 2025**  
Venue: Gurgaon  
29 Nov, 2024



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