

## TOP GUN

## The Rising 'Son'

## Who is Kumar Mangalam Birla?

Kumar Mangalam Birla is Chairman of the US\$ 28 billion Aditya Birla Group and India's first truly multinational corporation. He is among the richest persons in India and the eighth youngest billionaire outside India according to the Fortune magazine.



## Journey to the Top

Born on June 14, 1967, Birla is a chartered accountant and has also done his MBA from the London Business School, where he is also an Honorary Fellow. He took over the leadership of the Aditya Birla group after his father's death in 1995. Since then, the company has touched a market capitalisation of Rs 30,000 crore.

## Awards

Birla was awarded "The Ernst & Young Entrepreneur of the Year - India", was named "Young Super Performer in the CEO Category" by Business Today, was chosen by the World Economic Forum (Davos) as one of the Young Global Leaders. Business World ranked him among the top 10 of India's most admired and respected CEOs and the top CEO of the coming millennium.

## Beyond Business

For the development of technology and for his involvement in bringing the country at par with other countries in the field of industries, the SRM University in Tamil Nadu conferred the Degree of Doctor of Literature. He authored the nation's first report on corporate governance. Birla is the Chancellor of the Birla Institute of Technology & Science (BITS), Pilani. He is also Honorary Fellow of the London Business School (LBS), a title conferred upon him by the governing board of the LBS.

## The Lake District

Nainital, the beautiful lake resort nestles in the lush valley amidst the seven hills at an altitude of 1,938 meters. It is located in the Kumaon foothills of the outer Himalayas. In 1841, the British first discovered Nainital as a holiday resort. Since then, it has emerged as one of the most favoured and important hill resorts in India.

## Mythical touch

In the Manas Khand of the Skand Puranas, Nainital Lake is called Tri-Rishi-Sarovar. According to a legend, three sages named Atri, Pulastya and Pulaha dug a hole at the present day lake Sarovar and filled it with the holy water of lake Manasarovar in Tibet.

## Which are the places worth visiting?

Nainital city offers amazing places besides its scenic landscapes and magical climate. The Naina Devi Temple holds an important place in the hearts of the locals and tourists alike for its religious and historic importance. The Church of St. John in the Wilderness is yet another place of religious faith. To get a spectacular view of the hillstation, the Snow View point at an altitude of 2,270 m can be reached by a cable car. Naina Peak, the highest peak in town with an altitude of 2,615m offers a panoramic view of entire Nainital. The Jim Corbett National Park in the Nainital district is India's oldest National Park.

## When to visit?

The ideal season to visit Nainital is from November to April. The hill resort offers a variety of activities like boating, yatching, horse riding, skating and rock climbing.

INCREDIBLE INDIA

## Toy Story

Funskool India Ltd, a joint venture between tyre giant MRF and the world's largest toy company Hasbro Inc. USA. Funskool has successfully established itself in the Indian market for over 18 years.



## Sensing young minds

Funskool manufactures a wide variety of toys and games offering loads of fun and adventure. They understand the children's psyche of fun activities and recognize the streak of innovation in a creative sense. The company manufactures and exports a wide range of toys in the international market. With global recognition, Funskool has major tie-ups with multinational giants like Hasbro, Grant and Bowman etc.

## Manufacturing Success

Funskool's utility of multiple technologies at various factories in India, enhances production, marketing and great sales possibilities of the products. The factories, with well-qualified operational personnel abide by the international standards of productivity. These factories are spread over an area of 60,000 sq.ft allowing multiple technologies undertaken under one roof. It's a unique speciality of the Company.

## Making of a brand

The company is into a wide range of products like games, puzzles, creative toys, educational toys, wooden products, dolls, travel game kits, etc. The products also vary according to the age factor of kids sensing the functional quality of a particular activity. This has evolved the company into a major toy brand not only in India but also in the international market.



BULL'S EYE