



Bornali PR Professional

23/12/2024 at 8:58 am



BUSINESS INDIA • THE MAGAZINE OF THE CORPORATE WORLD

Businessmen in the News



Founded in 2016 by IIT Delhi graduates, Chakr Innovation is a pioneering cleantech company dedicated to combating air pollution. Its flagship product, Chakr

Shield, is the first government-certified emission control device for diesel generators in India. With over 4,000 installations serving about 800 customers including companies like Toshiba, Reckitt Benckiser, Coca-Cola and even the Indian Armed Forces, the Gurugram-based company has patented a catalyst-based technology to reduce emissions from diesel engines. The company, which has raised over Rs250 crore till now, has 1,100 odd full-time employees. Backed by 20 PhDs, over 60 IIT graduates and more than 200 engineers and scientists, it boasts of having a modern R&D and a material

science lab. Chakr has two factories - one in Pune and the other in Gurugram, as also offices in Mumbai, Bengaluru, Chennai, and soon, its first international office in Abu Dhabi. "We've developed a patented catalyst-based technology to reduce emissions from diesel engines," informs Kushagra Srivastava, founder & CEO, Chakr Innovation. "We fit our device into the exhaust and as the smoke passes through it, particulate matter emissions are reduced by 85 per cent, hydro-carbon emissions by 94 per cent and CO emissions by 95 per cent - all without impacting engine performance".



Committed to promoting environment-friendly mobility solutions, with evolving technology and best-in-class features, Wardwizard Innovations & Mobility Limited (WIML) has introduced a new range of passenger and commercial electric three-wheelers under the brand Joy e-rik and also launched a new electric scooter 'Nemo' under the brand Joy e-bike. "Our new models, under both business verticals, mark a significant milestone in our commitment to advancing India's transition to green and eco-friendly mobility," says Yatin Gupte, CMD, WIML. "Joy e-rik models are thoughtfully engineered to address the unique challenges of our roads. Meanwhile, the launch of 'Nemo' under the Joy e-bike category not only strengthens our product portfolio but also appeals to the aspirations of a new, conscious generation seeking sustainable, efficient and innovative transportation solutions. These additions enhance our value proposition by aligning with the evolving needs of our customers and reaffirming our position as a driving force in building a robust EV ecosystem in the country."

Streambox Media, a strategic media-tech venture founded by Anuj Gandhi and backed by Micromax Informatics, along with Nikhil Kamath and Stride Ventures, has unveiled Dor, India's first subscription-based television service. Focussing on technological innovation and seamless user experience, this one-of-its-kind product-as-a-service model went live in India through Flipkart last fortnight, subsequently opening to other platforms and the offline distribution ecosystem. This subscription service integrates a high-performance 4K QLED TV, with SVOD OTT streaming platforms, AVOD platforms, live channels, gaming, news and more into a single, affordable monthly subscription plan. "The home entertainment landscape is witnessing a tectonic shift with the rise of



subscription and leasing models," said Rahul Sharma, co-founder, Micromax Informatics. "Younger audiences, Gen Y and Zoomers, prefer renting over owning, prioritising flexibility and value. With Dor, we are introducing a market disruptor that meets these evolving consumer preferences." Gandhi added, expressing his enthusiasm about the launch: "The Indian connected TV ecosystem is rapidly evolving, with the

number of connected TV households expected to grow from 50 million to 100 million within the next five years. However, fragmented services and high upfront costs continue to deter a large segment of potential users. Dor bridges this gap by integrating cutting-edge AI technology, multiple content platforms and the proprietary Dor OS with its hyper-personalisation and intuitive content discovery into a subscription-based model."

Barracuda Networks, a leading cyber-security company providing complete protection against complex threats, uses its platform to protect e-mail, data, applications and networks with innovative solutions and a managed XDR service, to strengthen cyber resilience. India's rapid digital transformation has positioned the country as a critical player in the global economy. The need



for effective cybersecurity is

more vital than ever. Barracuda is committed to helping Indian businesses combat security challenges targeting the ever-growing digital attack surface, including email-borne threats, ransomware and more. Hundreds of thousands of IT professionals and managed service providers worldwide trust it to protect and support them with solutions that are easy to buy, deploy and use. "Barracuda is

at the forefront of technological advancements in cyber-security, leveraging AI and machine learning for deep, multi-layered protection," says Parag Khurana, country manager, Barracuda Networks. "As the Indian digital landscape continues to evolve, Barracuda is a trusted partner in ensuring that organisations of all sizes have access to the tools they need to safeguard their future".

• 11 •

DECEMBER 23, 2024-JANUARY 5, 2025