Arise, Awake
by Rasmi Bansal

Rasmi Bansal
- Indian author who grew up in Mumbai, Maharashtra.
- Author of 10 bestselling books that have sold over 1.2 million copies and are translated into many languages
- Famous books include Stay Hungry Stay Foolish, Connect the Dots, I Have a Dream, and Arise, Awake
- Completed Economics degree from Sophia College, Mumbai.
- Earned an MBA from the Indian Institute of Management Ahmedabad

Rankers (Academic toppers who became entrepreneurs)

Shashank N D & Abhinav Lal
- Studied at NIT Surathkal.
- Started **Practo Technologies**, a platform that helps doctors manage patients and appointments
- Its initial idea was automated SMS reminders for patient check-ups.
- Started with ₹10000 borrowed from family.
- Practo has a turnover of about ₹240 crores

Sourabh Bansal, Puneet Mittal & Sidharth Bansal
- Graduates from IIT Kharagpur and IIT Delhi.
- Started **Magicrete Building Solutions**, produces AAC concrete blocks used in construction.
- Innovated production to reduce manufacturing cost
- Has turnover about ₹150 crore annually in early growth years.

Prakash Mundhra
- Studied HR at SCMHRD Pune.
- Founded **Sacred Moments**, which sells ready-to-use puja kits for festivals like Diwali.
- Participated in business plan competitions and developed a startup idea.
- Kits became popular because they simplify traditional rituals.
- The company has current turnover of ₹4-5 crores

Repeaters (Entrepreneurs who learned from failure)

Prabhkiran Singh & Siddharth Munot
- IIT Bombay students
- Their first startup was Khadke Glassi (lassi shop) which failed.
- Later started **Bewakoof**, an online brand selling funny slogan T-shirts and youth merchandise.
- The company has a revenue of ~₹175 crore.

Ankit Gupta, Neeraj Agarwal & Dhruv Sogani
- Students from BITS Pilani.
- Started **Innovese Technologies**, focused on digital media and technology services.
- Early success with innovative ideas (like YoCaptcha)
- The company later collapsed due to internal conflicts.

Rupesh Shah
- Graduate from IET Alwar
- Founded **InOpen Technologies**, which develops open-source digital education tools for schools
- The company's aim is to improve teaching efficiency using technology
- Currently active in STEM education platforms for schools.

Rebels with a Cause (Entrepreneurs solving social or practical problems)

Aruj Garg
- Student at National Law School, Bangalore
- Started **Bhukkad**, a campus fast-food outlet due to uninterest in legal career
- The company focuses on healthy and natural fast food.
- The company expanded to multiple outlets with plans to grow the brand further

Anurag Arora
- MBA student at ICFAI Business School, Pune.
- Noticed poor hostel facilities and created **Ganpati Facilities**, offering better hostel accommodation for students
- Started the business while still studying
- The company earned profits about ₹25 lakh in the second year

Apurva Joshi
- A CA student specializing in forensic accounting
- Started FraudExpress, a firm dealing with fraud risk assessment and financial investigations
- Also developed training courses in fraud detection

Eshwar Vikas & Sudeep Sabat
- Engineering students from SRM Engineering College
- Built Dosamatic, a machine that automatically makes dosas
- Later founded the company Mukunda Foods, which develops automated cooking machines.
- Designed to help restaurants produce dosas quickly
- Later evolved into commercial food-automation technology

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