

# AlmaMatters

*The Planet-I Newsletter*



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IIM INDORE ALUMNI OFFICE

Edited by:

Prof. Ganesh Kumar N.  
Chair, Alumni



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

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# Editor's Desk

Dear Alumni,

First, the good news for the new graduates of 2022. You don't need to join the Alumni Network. You're already in! You are now part of the thriving network of 8969 alumni of regular academic programmes.

Here are some of the advantages of being an alumnus and a few ways you can stay connected and engaged with your alma mater and the IIM Indore Alumni community.

- Register free at [Alumni Portal](#) using iimidr email id (at present, this portal serves alumni of regular academic programmes)
- Visit the [IIM Indore Alumni Page](#) and [Alumni Portal](#) to learn, discover, and engage with offerings from the alumni office, alumni committee, interest groups and regional chapters.
- Connect with your regional chapters to get together and network with alumni locally.
- View job postings
- Get involved in a shared interest group.
- Connect with the alumni association.
- Reunions: You can plan a class/section/batch meet, be it online or in person.
- Follow @iim\_indore on Instagram, as well as the IIM Indore Alumni Committee on @alumni\_iimi
- And most importantly, keep your profiles updated on the Alumni Portal; your profile can help you network with like-minded alumni and may land you a dream job.

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As I mentioned in the earlier issues, we'd love to hear from any of our alums who've started their businesses and would like to feature them here. We will celebrate their success together in the community.

We also invite our prolific book-writer-alumni to share information about their work. You may share information at [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in). If you want to share any other significant achievement of yours, please do share it with us for larger dissemination among the community.

We welcome your suggestions at [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in) to make this newsletter a strong connect between the Institute and alumni. All IIMI Alumni Chapters are requested to submit the Alumni office regular updates on events and news that should be shared with the IIMI community. These updates will be included in future editions of the newsletters.

To update your mailing address, employment and more, please write to [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in) with a cc to [alumni@iimidr.ac.in](mailto:alumni@iimidr.ac.in). Remember to add these two email ids to your safe sender's list.

With warm regards,

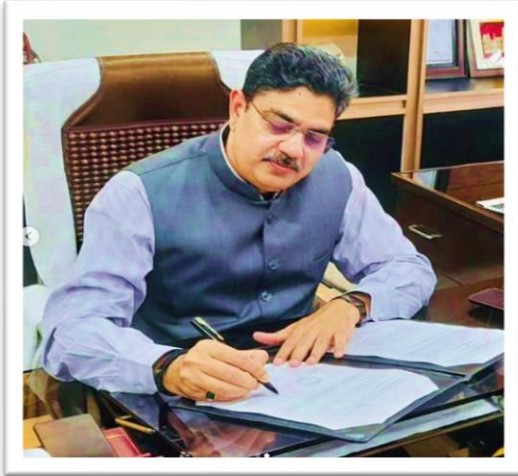
Prof. Ganesh Kumar N.  
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IIM Indore

P.S.: Visit us at <https://www.iimidr.ac.in/alumni/newsletter/> for previous issues.

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# News & Events

## News from Campus and Alumni Chapters



IIM Indore signed an MoU with the University of Lucknow, Uttar Pradesh and to collaborate on various academic and institutional social responsibility activities. The Institute will be providing mentorship and guidance to the students of the University of Lucknow to establish their startups and build. The students of the University of Lucknow will also get an opportunity to intern with the faculty members at the IIM Indore. The MoU was signed by Prof. Himanshu Rai, Director, IIM Indore and Prof. Alok Kumar Rai, Vice-Chancellor, University of Lucknow.

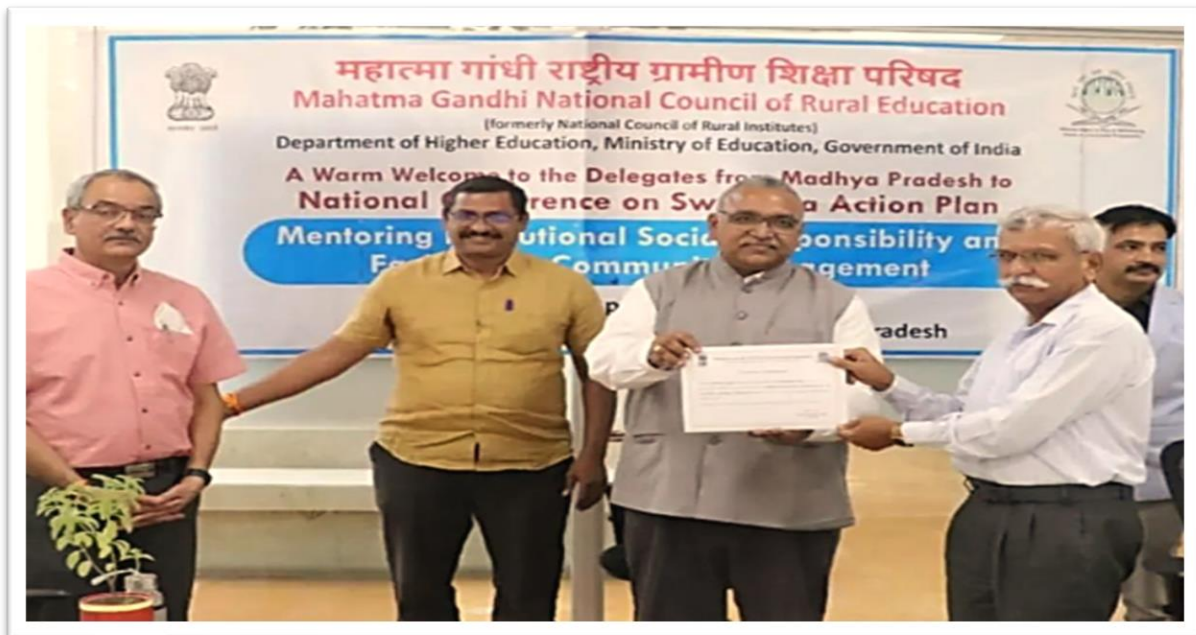
## First Batch of Executive Programme in Strategic Sales Management Concludes



The first batch of IIM Indore's Executive Programme in Strategic Sales Management concluded on May 20, 2022. The valedictory function took place in the presence of Prof. Himanshu Rai, Director, IIM Indore. Prof. Manoj Motiani, Programme Coordinator, EPSSM; Prof. Subin Sudhir, Chair – Executive Education, IIM Indore; and Mr. Balaji V.K., Programme Director – EPSSM, and Vice President B2C Sales, Jigsaw Academy were also present on occasion.

[Read More](#)

### **IIM Indore: One District One Green Champion**



The Mahatma Gandhi National Council of Rural Education (MGNCRE) has released a list of colleges from across India which have actively participated to keep their campuses clean and sanitized. IIM Indore has won the 'One District One Green Champion' Award by MGNCRE, Union Ministry of Education, under Swachhta Action Plan 2020-21.

Col. Gururaj Pamidi (Retd), C.A.O., IIM Indore received the "One District One Green Champion" award 2021 by Mahatma Gandhi National Council for Rural Education - MGNCRE, on behalf of IIM Indore, from Hon. Min. Shri Mohan Yadav, Higher Education, Government of Madhya Pradesh, on April 30, 2022. On occasion, Dr. W G Prasanna Kumar, Chairman, MGNCRE was also present.

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## Alumni Achievement

### Dairy brand Country Delight has raised \$108 million in a Series D funding round



Mr. Chakradhar Gade, P.G.P. Batch 2005-2007 alumni and Cofounder at Country Delight, was again in the news.

Dairy brand Country Delight has raised \$108 million in a Series D funding round led by Nicholas Cator-backed Venturi Partners and Temasek. The round also saw participation from S.W.C. Global and Trifecta Capital along with IIFL Asset Management, Elevation Capital, Orios Venture Partners, and Matrix Partners.

The Gurugram-based company had raised \$65 million in the first tranche of this round in March. Entrackr was the first to report about the development.

The company had raised \$25 million in its Series C round in November 2020 and has scooped up \$147 million since its inception in 2011. With this, the company's valuation soared to \$615 million.

Founded by Mr. Chakradhar Gade and Mr. Nitin Kaushal, Country Delight provides a range of dairy products, bakery goods, poultry and farm produce to its customers. The company sources its products directly from dairy farms and caters to customers in 15 cities including Delhi (N.C.R.), Mumbai, Bengaluru, Jaipur, Chennai and Pune.

The company has also expanded its product portfolio with fruits & vegetables and may foray into poultry and meat products. In its core dairy business, Country Delight competes with Milkmantra, Parag Dairy and Akshayakalpa whereas D2C bakery brands and platforms like Otipy are its competition in non-core segments.

Despite the pandemic, Country Delight had managed impressive growth in scale during the fiscal year ending March 2021. According to its annual financial statement with the Registrar of Companies (RoC), the company's operating revenue surged 83.4% to Rs 321 crore in FY21

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from Rs 175 crore in FY20. Importantly, Country Delight narrowed its losses from Rs 68.5 crore in FY20 to Rs 28.3 crore in FY21.

As per Fintrackr's analysis, around 78.5% of the operating revenue is generated from the sale of fresh milk during FY21 as compared to over 91.1% during FY20. The contribution of dairy products in its topline is likely to come down in FY22 and FY23 as Country Delight had introduced several new verticals like bakery and fresh farm produce.

According to the company, it has grown 50% in revenue over the past six months and currently, it's clocking revenue of almost \$120 million or Rs 900 crore.

Visit: <https://countrydelight.in/> for more information about the company.

Source: <https://entrackr.com/2022/05/country-delight-raises-108-mn-led-by-venturi-partners-and-temasek/>

### **Mr. B Sundar (Alumni P.G.P. Batch 2007-09) : A civil servant who turned to IT**



Following and pursuing his father's dreams of pursuing the Civil Services, MR. B. Sundar, Special Secretary, Information Technology and Communication, APTOnline has been exemplary in every walk of life.

Read more about this esteemed Alumnus of P.G.P. Batch 2007-09 at

<https://cio.economicstimes.indiatimes.com/news/corporate-news/b-sundar-a-civil-servant-who-turned-to-it/91087924>

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## Entrepreneurs of Planet-I



**Mohit Kabra, Batch: GMPE 2016-17**

**Founder, C.E.O.  
Prime Intercorp Pvt. Ltd.**

**Nominated for India's Top 500 Startup Awards - 2020,  
Nominated for Indian Achievers' Award - Emerging  
Company 2020-2021**

**Email - [admin@primeintercorp.com](mailto:admin@primeintercorp.com)**

**Company URL:  
[www.primeintercorp.com](http://www.primeintercorp.com)**

### **How did your entrepreneurial journey start?**

My entrepreneurial journey began when I was in 12th grade (2004/05) and was drawn to an import-export business that one of my relatives was effectively running and where I invested time during the summer holidays.

I come from a lower-middle-class service class family, so we didn't have enough money to do anything independently.

My mother is a homemaker, and my father was working for Birla Corporation Limited and has been moved to many places in India, but to minimise disruptions to our school and higher education, my parents opted not to relocate the family, and we have been based in Indore since 1991.

Although I had wanted to establish my firm since 2004/05, I finally had the chance to do so in June 2019 (almost 15 years later! ), after finishing my Electrical Engineering, M.B.A. (International Business), and General Management Programme for Executives (GMPE) at IIM-Indore.

And now, every new day is a unique entrepreneurial journey with new obstacles, which must be converted into possibilities.

### **Briefly describe your company and why you chose this particular field.**

I started our import-export-trading firm on my own. Still, thankfully, before registering our private limited company with the Government of India, I had already acquired the support of my overseas clients. They began placing manufacturing orders with us giving me the



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confidence to proceed forward. And today, we are successfully expanding our trading business of various products from India, importing lifesaving equipment, and also have started a Shipping Line business of booking containers, customs clearance, freight forwarding, and other services that are required from the beginning to the end of any of our orders(s).

I picked the import-export business since it is my dream to aid our society and country by providing indigenous quality Indian products and services to people worldwide. India has immense potential in practically every business sector.

**What were the major challenges you faced in starting your business?**

Raising funds to start a business is always a huge hurdle for any entrepreneur, but we could clear it swiftly, and it gave us a boost to create our better and continuously growing business.

Although there isn't a single day in this journey when we don't confront a new challenge, I always opt to view the challenge(s) as a chance to contribute to our firm and its associates.

**Did you go for external funding for your start-up/ firm? What factors helped you to secure such funding?**

To be honest, I would prefer first to hit a threshold financial performance and then lead our firm to a successful I.P.O. sooner rather than later, and until that time (hopefully soon!) I will prefer to enhance our financial position by improving our services, sales, and revenues.

Yes, there are moments when we want to get people on board by giving our equity to obtain some funding, but when I think about my dream coming true, I push myself back and fight with problems to create a better picture for all of our future shareholders—keeping my fingers crossed!

**What would be your advice for an MBA who is considering a start-up?**

I always believe that if we can think of something to start with, we have already won half the battle; the rest, of course, is execution! - a critical aspect for any entrepreneur. Whatever we can imagine is genuinely attainable if we put our efforts in a direction that includes calculated risks (and I'd like to end with a famous movie dialogue – Risk hai to Ishq hai).

**Please include your company's URL & link to your profile.**

Company – [www.primeintercorp.com](http://www.primeintercorp.com)

LinkedIn Profile link - <https://www.linkedin.com/in/mohit-kabra-29743718/>

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# Announcements

## Upcoming Executive Programmes

IIM Indore is at the forefront of providing carefully curated programmes that cater to the needs of executives. We help Executives gain new perspectives in an increasingly complex business environment. Our courses deliberate relevant real-world business challenges, and we keep on evolving them with world trends. We impart learning which provides immediate value and impact on the organizations. Executive Education Programmes at IIM Indore consist of a wide array of offerings carefully designed to meet your specific needs. The programmes are conducted at our campuses in Indore and Mumbai, online through technology-enabled platforms, and at specified client locations. We have a diverse portfolio of on-campus and online Executive Education Programmes for working professionals at different levels. Please explore the programmes listed below to find the programme which suits your requirement.

[Customized Programmes](#)

[Short Duration Programmes \(Online and On-campus\)](#)

[Long Duration Online Programmes](#)

[Executive Programmes in UAE](#)

[General Management Programme for Executives \(GMPE\)](#)

[Virtual Learning Programme for Executives \(VLPE\)](#)

[Certificate Course in Business Management for Defence Officers](#)

[Faculty Development Programme \(FDP\)](#)

### **For more information or assistance, please contact:**

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