

## Marking a milestone

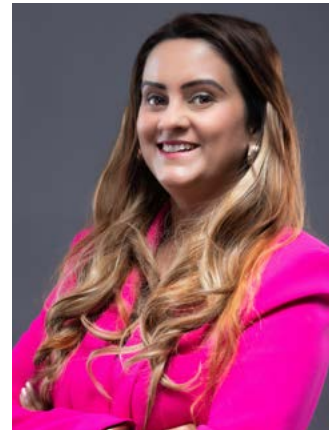


**The Confederation of Real Estate Developers' Associations of India (CREDAI)**, the apex body of the real estate sector, celebrated its Foundation Day recently at JW Marriott, New Delhi Aerocity, drawing over 500 delegates. The occasion was graced by the presence of chief guest **Piyush Goyal**, Union minister for commerce

& industry. On this occasion, CREDAI launched a special edition of its coffee table book, which was unveiled by the minister. A tribute to past chairmen and presidents was also presented through a magnificent sand art installation by Padmashri Sudarsan Pattnaik. This tribute honoured their significant contributions to

the organisation's growth and success over the past 25 years. Additionally, an MoU was signed between CREDAI and NABL for setting up temporary testing labs at construction sites. Two sessions were also organised on *Sustainable Urbanisation: Balancing Redevelopment with Future Growth* and *The Role of Real Estate in Realising Viksit Bharat by 2047*. The Silver Jubilee celebration featured corporate leaders, such as **Anurag Mathur**, CEO, Savills India (retail & industrial warehousing), **Ankit Gupta**, president, Brookfield Properties (commercial), **Santosh Kumar**, vice-chairman, Anarock Property Consultants, **Mitrabhanu Choudhary**, partner, EY and **Bimal Patel**, a renowned architect, among several others. ♦

## Creating success stories



In a time when any business that wishes to rise beyond the competition and establish itself as an industry leader must carve its path and think *outside the box* at every turn. To ride the storm, a business must be willing to sail beyond the norm, be bold and dynamic, and use an invincible brand strategy. **Newgen Software**, a global leader in AI-enabled digital transformation platforms, exemplifies this approach. Leading the charge in elevating its global presence is **Runki Goswami**, Newgen's global marketing head, whose visionary leadership has positioned Newgen as the first choice for growing businesses worldwide. She believes branding isn't just about performance; it's about creating resonance, fostering trust and delivering a message that speaks directly to the needs of the audience. "Marketing in Newgen is about seamlessly integrating product marketing with brand-building efforts. Each campaign highlights Newgen's technical strengths – such as process automation and customer engagement solutions – while emphasising their human impact. By aligning technology with relatable customer success stories, Newgen bridges the gap between innovation and real-world application," says Goswami. ♦

## Quiz time, folks!



**Tata Consultancy Services (TCS)** has announced the winners of TCS InQuizitive 2024, its flagship interschool quiz competition. **Aditya K.B.** from Vijayagiri Public School from Thrissur, Kerala, takes home the National Championship title for

the second year in a row. **Divyajyoti Senapati** from DAV Public School, Bhubaneswar, Odisha, has secured the first runner-up position, while **Aryan Ghosh**, from A.M.M School, Chennai, Tamil Nadu, emerges as the second runner-up. TCS InQuizitive

2024 draws over 10,000 participants from more than 700 schools across India, engaging young minds from classes 8 to 12. The quiz is aimed to foster intellectual curiosity and promote awareness in fields of information technology, science, sports, engineering and art. The national finals of the competition, hosted by Quizmaster Pickbrain aka Giri Balasubramaniam, concluded with an engaging contest among the top eight finalists, all aiming for the National Champion title. "I am amazed by the talent showcased at TCS InQuizitive this year," said **Samir Seksaria**, CFO, TCS. "These young minds from classes 8-12 displayed extraordinary depth of knowledge, confidence and curiosity, inspiring us all to keep learning and adapting. Their quick thinking and grasp of complex topics are truly motivating. It gives us a glimpse into the brilliant future ahead and the incredible talent present in India. Congratulations to all the winners and participants." ♦