

<http://www.businessindia.in>

Editor-in-Chief: Aroon Purie

Chief Executive Officer: Ashish Bagga

■

Editor: Chaitanya Kalbag

Managing Editor: Josey Puliyenthuruthel

Executive Editor: Suveen K. Sinha

Deputy Editors: Somnath Dasgupta, Debashish Mukerji, K. Sai Srinivas

Special Projects Editor: Alokesh Bhattacharyya

Senior Editors: Anand Adhikari, Uma Asher, Suman Layak, N. Madhavan, Shammi Pande, Sanjiv Shankaran

Art Editor: Safia Zahid Siddiqui

Photo Editor: Vivan Mehra

Associate Editors: K.R. Balasubramanyam, Shalini S. Dagar, Anusuya Datta, Puja Mehra, Kushan Mitra, Shweta Punj, Mukul Rai, E. Kumar Sharma, Anusha Subramanian

Assistant Editors: Rajiv Bhuya, Anika Gupta

Special Correspondents: Anumeha Chaturvedi, Manu Kaushik, Taslima Khan, Sunny Sen, Geetanjali Shukla

Trainee Reporters: Anand J., Manasi Mithel, Dearton Thomas Hector

Copy Desk: Gadadhar Padhy (Chief Copy Editor), Basudha Das, Roopali Joshi (Copy Editors)

Photo Department: Umesh Goswami (Chief Photographer), Saptarshi Biswas, Shekhar Kumar Ghosh, Deepak G. Pawar (Deputy Chief Photographers), Rachit Goswami (Principal Photographer), Money Sharma (Senior Photographer), Nishikant Gamre (Photographer), Lalit Rana (Senior Photo Researcher)

Art Department: Kapil Kashyap (Art Director), Rajat Baran Chakravarty (Deputy Art Director), Anita Jaisinghani, Anand Sinha (Assistant Art Directors), Vikas Gupta, Santosh Kushwaha, N. Ravishankar Reddy (Senior Visualisers)

Production Department: Dinesh Sachdeva (Chief of Production), Narendra Singh, Rajesh Verma (Production Coordinator)

Research Department: Gautam Aggarwal (Senior Research Analyst), Vijaylakshmi Vardan (Librarian), Satbir Singh (Assistant Librarian)

Rajkumar Wahni (Senior Supervisor), Mohammed Shahid (Senior DTP Designer)

■

Publishing Director: Malcolm D. Mistry

■

IMPACT TEAM

Senior General Managers: Sonal Pandey (West & South), Sunil R. (Bangalore), Kaustav Chatterjee (East), V. Somasundaram (Chennai), Jitendra Lad (West)

■

Marketing: Vipul Hoon, General Manager

■

Consumer Marketing Services: Poonam Sangha, Head; Rajeev Chawla, Sr Manager (Subscriptions & Customer Care); Gurpreet Singh, Sr Manager (Direct Distribution & Operations)

■

News-stand Sales: D.V.S. Rama Rao, Chief General Managers; Vinod Das, Senior General Manager (National); Deepak Bhatt, General Manager (North); V.A. Chotalia, Regional Manager (East); Rajesh Menon, General Manager (West); M. Krishna Kiran, General Manager (South); Rakesh Sharma, General Manager (Operations)



Vol. 20, No. 19, for the fortnight September 5-18, 2011.
Released on September 5, 2011.

● Editorial Office (Delhi) 5th Floor, Videcon Tower, E-1, Jhandewalan Extn., Delhi-110055; Tel.: 011-23684812-15; Fax: 011-23684815; E-mail: btoday@vsnl.net.
● Advertising Office (Delhi): Ground Floor, Videcon Tower, E-1, Jhandewalan Extn., Delhi-110055; Tel.: 011-43129111; Fax: 011-23593380/81; Trade Centre, 2nd Floor, Kamala City, Senapati Bapat Marg, Lower Panel, Mumbai-400013; Tel.: 022-24983355; Fax: 022-24982266; Impact office: Trade Centre 2nd Floor, Kamala City, Senapati Bapat Marg, Lower Panel, Mumbai 400013; Tel.: 022-24983355; Fax: 022-24982266; Chennai 2nd Floor, 98-A, Parul, Mumbai 400013; Tel.: 022-24983355; Fax: 022-24982266; Bangalore-560025; Bangalore 202-204 Richmond Towers, 2nd Floor, 12, Richmond Road, Bangalore-560025; Tel.: 080-22212448, 080-30374106; Fax: 080-22218355; Kolkata, 52, J.L. Road, 4th Floor, Tel.: 033-22823398, 033-22827226, 033-22821922; Fax: 033-22827254; Kolkata-700071; Tel.: 033-22823398, 033-22827226, 033-22821922; Fax: 033-22827254; Hyderabad-500002; Tel.: 040-23400479; Ahmedabad-380006; Tel.: 079-6560393, 079-6560929; House, Panchwati, Off: C.G. Road, Ahmedabad-380006; Tel.: 079-6560393, 079-6560929; Tel.: 0484-2377057, 0484-2377058; Fax: 0484-237062 ● Subscriptions: For assistance contact Customer Care, India Today Group, A-61, Sector-57, Noida (U.P.)-201301; Tel.: 0120-24799900 from Delhi & Faridabad; 0120-2479900 (Monday-Friday, 10 am-6 pm) from Rest of India; Toll free no. 1800 1800 100 (from BSNL/MTNL lines); Fax: 0120-4078800; E-mail: wecare@intoday.com
● Sales: General Manager Sales, Living Media India Ltd. P-45, 3rd Floor, Sector-57, Noida (U.P.)-201301; Tel.: 0120-4019500; Fax: 0120-4019664; © 1998 Living Media India Ltd. All rights reserved throughout the world. Reproduction in any manner is prohibited. Published & Printed by Malcolm D. Mistry on behalf of Living Media India Limited. Printed at Thomson Press India Limited 18-35, Milestone, Delhi Mathura Road, Faridabad-121007, (Haryana) and at Plot No. 5-A, TTC Industrial Area, Thane Belapur Road, Airoli, New Mumbai-400 708 (Maharashtra). Published at K-9, Connaught Circus, New Delhi-110 001.
● Business Today does not take responsibility for returning unsolicited publication material.

All disputes are subject to the exclusive jurisdiction of competent courts and forums in Delhi/New Delhi only



For reprint rights and syndication enquiries, contact syndications@intoday.com or call +91-120-4078000
www.syndicationtoday.in

From the Editor

Song sung blue

Everybody knows one

Song sung blue

Every garden grows one

If you are of a certain vintage, you will have been moved by these Neil Diamond lines, sung on a hot August night almost exactly 40 years ago. This steamy August, India has been convulsed by the sudden expelling of decades of rage and helplessness over corruption, and a 74-year-old Maharashtrian on the fast track of protest has become the unlikely fulcrum of a people's movement. "Anna" means big brother, a comforting and protective presence in Indian families. Let us hope it stays that way, and fervour does not turn into fever. I have watched upheavals in Iran (1979), the Philippines (1986) and Tiananmen Square (1989) devour their idols.

We need our heroes, and we need inspirational stories. Not forgetting the hot, humid Ramlila Ground nights, we bring you three motivational tales in this issue of *Business Today*.

The first is about a different kind of Hero, born last month in the incongruous razzmatazz of a London delivery room ringed by the fire of arson, rioting and murderous mayhem. A rather apposite baptism for Hero MotoCorp and for the Munjals, who started out with a bicycle repair shop in Old Delhi soon after the flames of Partition died down. It is all good news for Indian riders who will now have even more choice in two-wheelers. Read Kushan Mitra's racy story from page 50.

The second is about India's most successful and brilliant women leaders in business. Our annual listing of the Most Powerful Women in Indian Business is preceded by months of painstaking vetting, and nominations are based on noteworthy success over the past year, seasoned by cool, logical and decisive objectivity – attributes all our honorees share. This year, we promoted six of our most consistent winners to a Hall of Fame. Enshrined there, they will watch newer names join their sorority. The Special Six braved rain, a Mumbai *bandh*, and frenetic schedules to gather for an exclusive round-table discussion – and a souvenir group portrait – on August 1. Shweta Punj led the way by shepherding and profiling the Hall of Famers (see page 76). We also pay tribute to the 25 Definitely Powerful Women, and a second group of 25 Also Powerful Women. The number of women in corner offices is growing, but their tribe needs to grow. You will admire the rich tapestry of their stories unfurling from page 92. A number of other stories, including columns on Mayawati and women in boardrooms, embellish our stylish and exhilarating narrative.

Many of you will have heard of *manga*, the Japanese comic-book storytelling style. You will find echoes of this in the fascinating storyboard unfolding from page 64 that was edgily illustrated by Santosh Kushwaha. We round off our trilogy with the larger-than-life fables, told by K.R. Balasubramanyam and Josey Puliyenthuruthel, of the men who will lead Infosys 3.0 (Nandita Gurjar, who heads HR and is the only woman in the company's top pantheon, features in our MPW list).

This edition of *BT*, truth be told, is bursting with great reportage. Take Anand Adhikari's telling investigation of lax accounting standards in Indian companies on page 144, or our unearthing of the women and men who mastermind companies' social-media presence, a new and serious kind of reputation management (page 156). Happy reading.

Chaitanya Kalbag

chaitanya.kalbag@intoday.com
www.businessindia.in/editor

