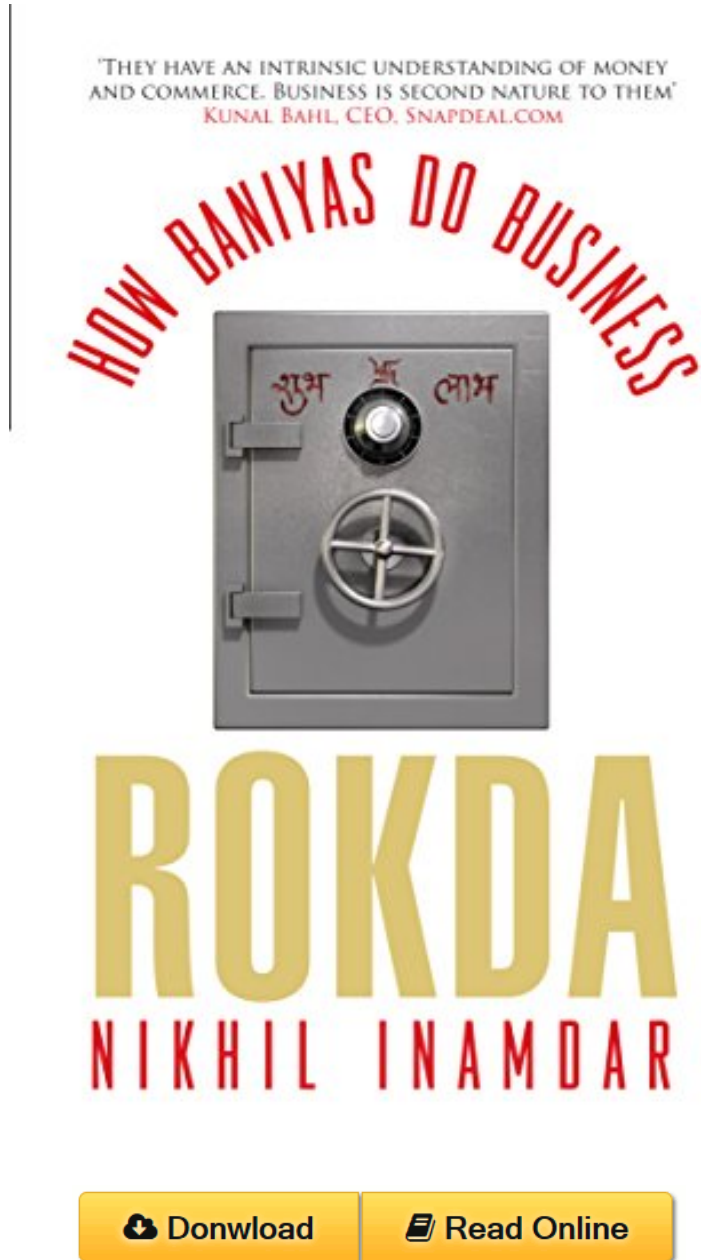


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Rokda: How Baniyas Do Business

Nikhil Inamdar

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Nikhil Inamdar : Rokda: How Baniyas Do Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Rokda: How Baniyas Do Business:

Baniyamdash;a derivative of the Sanskrit word Vanij, is a term synonymous with Indiarquo;s trader class. Over the decades, these capitalists spread their footprint across vast sectors of the economy from steel and mining to telecom and retail. And now even e-tail. Nikhil Inamdarrsquo;s Rokda features the stories of a few pioneering men from this

mercantile community—Radheshyam Agarwal and Radheshyam Goenka, founders of the cosmetic major Emami; Rohit Bansal, co-founder of Snapdeal; Neeraj Gupta, founder of Meru Cabs; and V.K. Bansal, a humble mathematics tutor whose genius spawned a massive coaching industry in Kota—amongst others. Through the triumphs and tribulations of these men in the epoch marking India's entire post independence struggle with entrepreneurship—from the License Raj to the opening up of the floodgates in 1991, and the dawn of the digital era—Rokda seeks to uncover the indomitable spirit of the Baniya.