

KRUTRIM: BEYOND THE HYPE

MARKETS: TURMOIL AFTER TARIFFS



MASAYOSHI SON'S BIG BETS

VODAFONE IDEA GETS A LIFELINE

PRICE ₹ 200
APRIL 18, 2025

INDIA Forbes

She can do Magic

Self-made women
who are making
a difference

PV Sindhu, badminton player



- Anamika Khanna
- Gita Gopinath
- Kaku Nakhate
- Leena Nair
- Manu Bhaker
- Mira Kulkarni
- Mona Khandhar
- Payal Kapadia
- Pratima Murthy
- Prerna Singh
- Renuka Ramnath
- Rohini Iyer
- Savitha Balachandran
- Shefali Goradia
- Smriti Mandhana
- Sonal Desai
- Sonia Dasgupta
- Sunidhi Chauhan
- Vishakha Mulye

F.I
4/18



44 • A MIND OF HER OWN

As the director of Nimhans, Dr Pratima Murthy wants to take mental health and neuroscience interventions closer to the people

48 • COUNTING ON STORIES

Purna Singh, CEO of Bhansali Productions, is driven by her passion for work and cinema all while keeping an eye on business

54 • THE VALUE CREATOR

Renuka Ramnath built a leading homegrown private equity firm in a competitive and male-dominated industry

62 • RAINDROPS & ROSES

Rohini Iyer has forged her own path in the world of publicity, bringing professionalism to the entertainment industry

64 • THE SUPERPOWER OF COMPETENCE

The youngest head of investor relations at Tata Motors in the 2000s, Savitha Balachandran led the first IPO for the Tata Group in over 19 years

68 • GOVERNANCE GOALS

Shefali Goradia is chairperson of Deloitte South Asia, and the first woman to chair a Big Four firm in India

72 • FOR THE LOVE OF BATTING

As the year's most prolific batter in the women's game, Smriti Mandhana has set new benchmarks in world cricket

76 • THE ECONOMIC WIZARD

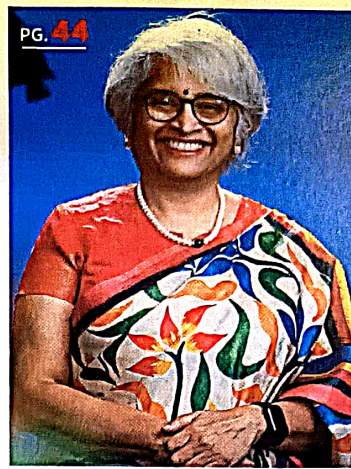
Sonal Desai has successfully managed global macro strategies at Franklin Templeton fixed income, which exceeded \$200 billion in total AUM during her tenure

80 • A QUEEN'S GAMBIT APPROACH

Sonia Dasgupta has been a pivotal force in driving the success of JM Financial's investment banking division



Mira Kulkarni, founder and MD, Forest Essentials



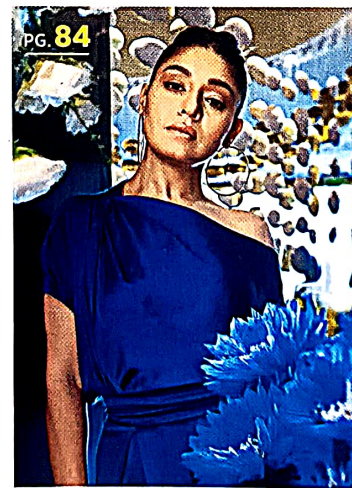
Dr Pratima Murthy, director and senior professor of psychiatry, Nimhans



Rohini Iyer, founder and director, Rain Reign Group



Sonia Dasgupta, managing director and CEO, Investment Banking, JM Financial



Sunidhi Chauhan, Singer

84 • IN SYNC

Sunidhi Chauhan is charting a new path with independent music videos and sold-out concerts around the world

88 • PRUDENT LEADERSHIP

Aditya Birla Capital is ready for an acceleration in growth. CEO Vishakha Mulye is betting big on the NBFC, housing finance and SME businesses

IN FOCUS

92 • HOPE & HYPE

Ola's Krutrim AI faces concerns, but Bhavish Aggarwal's third venture is committed to building a full-stack AI solution

98 • YULU'S QUICK PLAN

The rise of quick commerce is a big opportunity for Yulu Bikes, which makes most of its revenue from workers in hyperlocal delivery

100 • ENERGY BOOST

Ultraviolet Automotive is seeking to disrupt India's electric scooter market with the Tesseract

FORBESLIFE

102 • NO CHILD'S PLAY

Netflix release *Adolescence* has sparked conversations around cyberbullying of teenagers, which is a concern in India as well

106 • 'MASAYOSHI SON IS BACK, BIGGER THAN EVER NOW'

Alok Sama on how the Japanese billionaire is seeking back the spotlight with his big bets on AI, why his investment thesis on India is still relevant, and more

110 • A GREAT PERFUME IS A GREAT STORY: KILIAN HENNESSY

The founder of luxury perfume brand Kilian Paris speaks about its India launch, storytelling through fragrances and building legacy

112 • 'I DON'T BELIEVE IN DRUDGE WORK'

Organisations often create a lot of "make work" which is soul sapping, says leadership coach Jennifer Garvey Berger

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