

Inc.

The Magazine for Growing Companies



Presenting the...

Biz Kid Club

They have the inheritance. But the 2nd Gen also has perceptions to battle and points to prove. That's no cakewalk, as this crop of heirs tells us

Page 25

THE GOODS

Swipe away at these touch desktops

Page 21

Apps for smart business travel

Page 22

PLUS

HIRING TROUBLES?
THE PROBLEM COULD BE YOU

Page 52



SAMANTHA KOCHHAR
MD, The Blossom
Kochhar Group

BHARAT JOSHI
Director, ACTL

RAHUL SETH
Joint MD,
Suchir Gensets

NIRUPA SHANKAR
VP (Strategy),
Brigade Hospitality
Services

ISHAAN SURI
Director, Interarch

Carrying the Torch
 Are the heir apparents ready
 to claim their space?



ON THE COVER

From left: Rahul Seth, Samantha Kochhar, Bharat Joshi, Nirupa Shankar and Ishaan Suri.
 Photograph by Subhojit Paul in Delhi. Cover design by Anil T.

THIS EDITION OF INC. MAGAZINE is published under license from Mansueto Ventures LLC, New York, New York. Editorial items appearing on pages 21, 52-60 were all originally published in the United States edition of Inc. magazine and are the copyright property of Mansueto Ventures, LLC, which reserves all rights. Copyright © 2009 and 2010 Mansueto Ventures, LLC. The following are trademarks of Mansueto Ventures, LLC: Inc., Inc. 500.

25
The Inheritors

Get to know the 2nd Gen of India Inc.—their challenges, aspirations and fascinating journeys make for great stories.

BY SHREYASI SINGH AND IRA SWASTI

26 Ishaan Suri
 Interarch Building Products

29 Nirupa Shankar
 Brigade Hospitality Services

32 Chetan and Rishi Kajaria
 Kajaria Ceramics

34 Rahul Seth
 Sudhir Gensets

37 Vikas Kapur
 Hidesign

39 Dipak Sanghavi
 Nilon's

41 Bharat and Hitendra Joshi
 Associated Container Terminals

42 Ankit Gupta
 Holostik Group

45 Samantha Kochhar
 The Blossom Kochhar Group

EXPERT VIEWS

Kumar R. Parakala KPMG

Samish Dalal SP Jain

Institute of Management & Research

Mitali Bose Hay Group

52
Why Is It So Hard to Find Good People?

The problem might be you. Are you making any of these all-too-common mistakes when hiring?

BY APRIL JOYNER



48
How I Did It
Patu Keswani

The founder of Lemon Tree Hotels has created a low-cost airline equivalent of the hospitality business. AS TOLD TO SHREYASI SINGH



NIRUPA SHANKAR
BRIGADE HOSPITALITY SERVICES

“You always
have to
be on
your toes”



Joining her family's ₹600-crore real estate business was never a given. Happily for everybody, Nirupa Shankar's ambitions and those of the Brigade Group slowly began to align perfectly.



AS TOLD TO SHREYASI SINGH
PHOTOGRAPH BY SUBHOJIT PAUL

Growing up, working in the family business was not always on my mind. There was never any pressure to do so. I was honestly just exploring things for myself. I studied Economics at the University of Virginia. Every summer, I'd come back to India and do different internships, be it in advertising, research or a hotel internship at The Leela Palace Hotel, Bangalore. I ended up taking a consulting job with Ernst & Young in the US after my graduation though—those are the kind of companies that come for jobs on campus. But I knew it wasn't something I wanted to do for the rest of my life. So I started taking evening classes in hotel opera-

