

NEW INNOVATIONS BRING NEW OPPORTUNITIES

WTC Navi Mumbai was invited to an interesting B2B and B2C event by M/S. Govind Sudha Perfumes at Mulund (Mumbai). The event comprised of launch of the innovative products and to create awareness about these among business organizations as well as consumers.

Mr. Jayant Ghate Advisor of the WTC Navi Mumbai was the Guest of Honor and inaugurated this program on December 17, 2020. Govind Sudha Perfumes and its sister concerns namely Govind Sudha Nursery and KAFI Cosmetics, launched a range of new innovations such as Perfumes based on Indian Classical Music (Ragas), Tissue Culture based Agro products as well as Modern Cosmetics products. An interesting product in demand today was Scented Sanitizers using all natural ingredients. Representatives of several business organizations as well as consumers visited this week long exhibition and benefitted from the discussion with the promoters of the companies.

Ms. Jyoti Bhadkamkar, a dynamic woman entrepreneur is the person behind these companies and their innovations. Dedicated to her parents late Mr. Govind and Ms. Sudha Kelkar, these companies have continued their research efforts actively during the ongoing Covid Pandemic. And the result is there for everyone to see. Ms. Jyoti is actively associated with her family business namely ATE Logistics – a respected organization in shipping and logistics field. Besides she is closely associated with the Group of educational institutions founded by her father and known as Kelkar Education Trust at Mulund. Kelkar Scientific Research Centre has been closely associated with these new product developments.

Mr. Sandeep Kulkarni, a Member of the WTC Navi Mumbai, has been providing marketing help and strategy to Ms. Jyoti in promoting these products. Mr. Kulkarni has invited WTCs all over the world and their Members to contact him if interested in exploring the business opportunities in these products.