

# 28<sup>th</sup> Annual Management Convention 2016

"The man who empowered the nation, without being into any power"

**INDIA  
OF  
MY DREAMS**



India has made rapid strides in becoming a modern industrial and economically strong nation. In these promising and yet challenging times, we must remember the matchless leadership of one person who for decades has been the voice and face of the nation - Mahatma Gandhi. He set a new benchmark for India's struggle for independence that became a role model for other struggles around the world. The important guiding principles that navigated Gandhi's dream of society were based on the core values of satya (truth), ahinsa (non-violence), swadeshi (India made) and saraparastee (trusteeship). Gandhi's thoughts and his vision of Indian society have played a key role in shaping many development programs and policies of Independent India including the mission of Swatch Bharat, Make in India currently launched by our Hon'ble Prime Minister Shri Narendra Modi and The provision of Corporate Social Responsibilities introduced in the recently amended The Companies Act, 2013. In spite of this, there have been concern and deliberation over relevance of Gandhi's thoughts in today's business world?

Are Mahatma Gandhi's thoughts, dream of India achievable in Globalized economy? How is it possible to adopt Gandhian values, principles in ushering business models, practices? Moreover

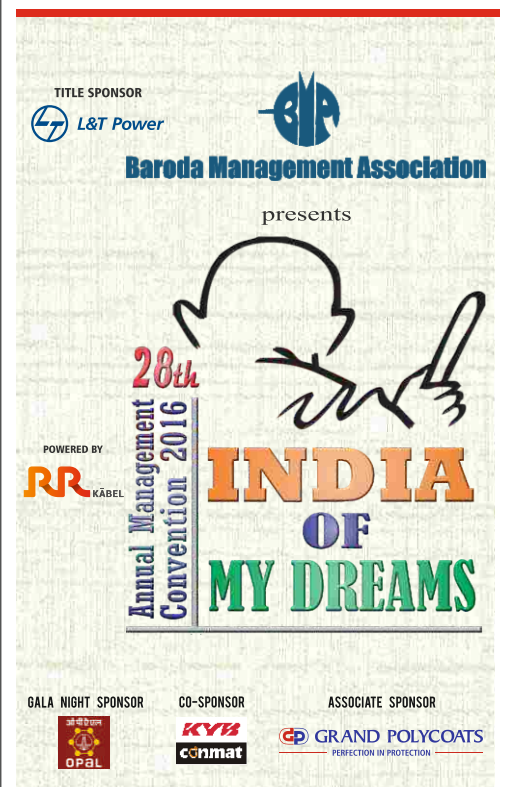
How real are our dreams especially when we look at the current global scenario? Do we have India of My Dreams in manufacturing, service sector, ethical business practices, management, health, education, social change, cleanliness, agriculture, women empowerment, culture, religion, entertainment, infrastructure, technology and skill-set etc.? Or do we say that in some sector we are just day dreaming? Can we make these dreams into reality through - India of My Dreams! Let us Adopt - Acknowledge - Achieve and Prosper together by Reexamine - Reflect - Re Imagine by examining through the lenses of Mahatma's Dreams of India.


India of My Dreams is the theme for this year's 28th Annual Management Convention (AMC) being organized under the auspices of the Baroda Management Association (BMA). BMA shall bring together eminent leaders and thinkers from all walks of life to understand and explore India of My Dreams. Is Gandhian philosophy relevant and helpful to meet the new challenges and utilize


the opportunities that lie before our great nation? AMC shall deliberate these thoughts.

The eminent speakers from different walks of business and life shall address their perspective, status and vision on various sub-themes to en-capsulate the main theme.


We invite you to join us in the journey to take note of the wide possibilities and scope of living in India of the present and future to realise "India of My Dreams" and take-away some agenda for action.




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Baroda Management Association  
presents


28<sup>th</sup> Annual Management Convention 2016

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OF  
MY DREAMS**

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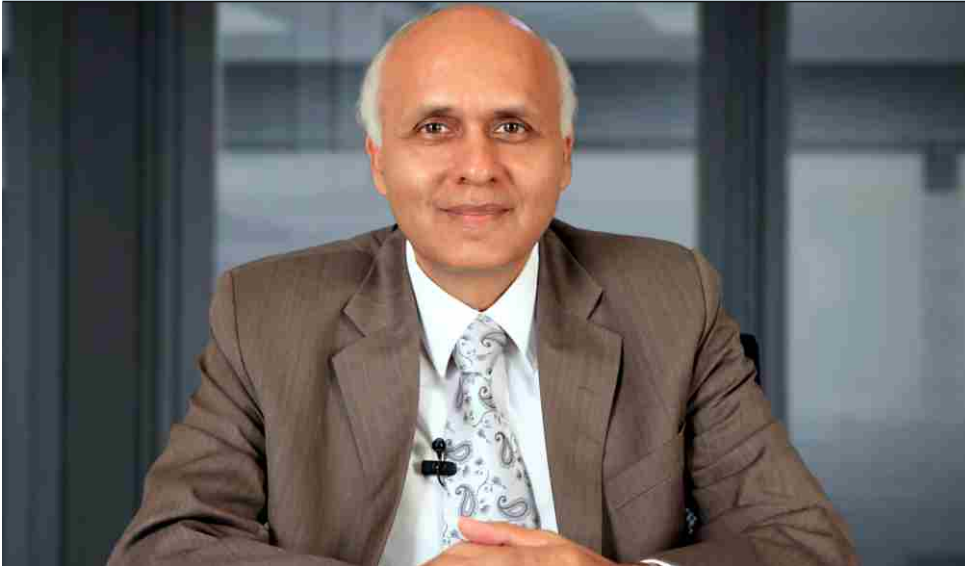
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*19th & 20th*  
**OCTOBER 2016**

## An Interview with Dr. Ajay Ranka

CEO, Zydex Industries, Vadodara



**NS (Niral Shah, BMA) – Sir, tell us about your successful academic journey which you thought would lead to your career.**

**AR (Dr. Ajay Ranka) –** I obtained B.Tech. Chemical Engineering from Nagpur University in India. I always wanted to be different, so during my final year of chemical engineering, instead of selecting a theoretical topic for the theses on some manufacturing project, as it will not make me an entrepreneur, I opted to do an experimental theses on actual work at a local lab and see what “Value Addition” I can do to it. It was never done earlier but the work was challenging. I moved through jungle of Chandrapur also to work for topics. It was the shortest theses written, only 21 pages. This sort of push that you need to be different. An entrepreneur has to figure out what is relevant. This was my starting point.

I went to US for higher studies where I successfully completed M.S. in Chem. Engineering from University of Detroit and Ph.D. in Polymer Science & Engineering (1984) from Lehigh University.

**NS – You did not continue in USA, as was /is practice by many students?**

**AR-** I began my career at PPG Industries, as R & D specialist, in Pittsburgh in 1984 and after gaining a few years’ experience, I came back to India to start my own venture. Though it was a tough decision to come back since I was doing very well but taken call to be back. In 1999, I established Zydex Industries in Vadodara.

**NS – What was the idea /motto / vision when you thought to start a company?**

**AR -** My thought process can be put in these words.

“Sustainability through Innovation”: We have taken this earth on lease from our future generations. It is our duty to return it to them in livable condition if not better. Prudent use of limiting natural resources and striving for sustainability.

“Conserving limited resources through Innovation, reduce consumption, extend

life of material, and bring aesthetics”. Company must be research oriented to do all what is thought. Now the company is dealing in Products & Solutions for Agriculture, Textile, Waterproofing, Paint and Road.

**NS - Sir, we are interested to know your entrepreneurial successful journey, after return to India till this stage.**

**AR -** When I started as an entrepreneur, I was made to promise myself that “even if you are not making much money & you will NOT GIVE up the business once started”. I was actual tested in above when I came back to India leaving our cushy jobs. We decided to live prudent / thrifty till we make enough to indulge.

The journey too wasn’t easy. I had actually prepared six options but found that all of them were then too advance for Indian environment, at that time. Went back to square one, and had to figure out the new market which I hadn’t studies but by quick learning, product development, marketing. Though we were under tremendous pressure but hard work brought success.

First plant was of Rs. Three lakhs & then after, no looking back.

The Moral of the story to new entrepreneurs is that if you plan to start a new business “Do not give up”, be ready for frugal living, hard work, changing plans and success will follow.

**NS - Which are most important elements of your success?**

**AR -** I was fortunate to get trained as an entrepreneur as pre our family legacy to take it ahead.

- The zeal to be different.
- It also involved working hard 10 to

12 hours a day, may be more sometimes.

- Being innovative.
- Spot opportunity and need in market.
- Focus on technology & most important is to create value in what you take up.
- You must value and reward your people by creating best possible comfortable work environment.
- Basically I always stuck to innovation instead of copying. Thus, I am a technology developer first & businessman later.
- My focus is to find a practical use of technology and how it will create value.

**NS - On the road of your successful journey, how did you get talented work force and what qualities you look in them while interviewing them?**

**AR** - Different stages of being an entrepreneur.

- Less than 10 people team: No choice, you take what you get & work with them.
- 10 to 100, Select hard working, ethical & people who have faith in you. Develop this faith by being fair, generous & comfortable policy. Keep team responsible & they will enjoy the process.
- 100 to 500/1000: Completely reengineer your philosophy. It is time to look for talent who is a self driven, who is a performer & who is a thinker.

The help and guidance is still the key but it's a talent management.

**NS - How do you plan to ensure that Zydex sustains its growth in next 5 years!**

**AR** - I go by the philosophy of hi-tech knowledge to keep hi-tech company. Technology up-gradation is way and our aim is to serve a bulk market. Opportunity is always there, wherever the society needs you. Today the need of the society is moving towards ecofriendly environment and thus we focus on this need of the society. Create products of global acceptance. Truth will prevail. We have a major share abroad.

We do see good things happening in India also. The growth areas are road. We want water resistant road which can stand to monsoon. In agriculture we can reduce use of chemical fertilizers and pesticides. If we look for soil ecology and bio-fertilizers for farmers then lot improvement can happen. Now look to housing sectors. As said earlier we have strong emphasis as to how extend life of product or utility. Protect them from harsh weather conditions with advance technology products. We are also working in rural area with a dream of getting people a long lasting mud houses.

**NS- your comment - to be relevant and staying in business.**

**AR** - Three questions you need to ask yourself

- Are you replaceable by Robot / automation? If answer is yes, you are in trouble.
- Is there any disruptive product / business service which is going to replace your business? Be ready to change / switch over.
- Will there be a need to society, in future, for those products/ services you are providing?

**NS - Challenges for entrepreneurs in India and your advice to them?**

**AR** - Live with frugality.

- Entrepreneurship is not about taking a risk but eliminating risk.
- Learn to survive at any cost.
- By ethical. Don't cut corners.
- Can you enjoy what you are doing?
- Enjoy the process, as advised in GEETA, and result will follow.
- When you grow up, you meet lots of successful people. Try to pick up what is good with them.

**NS - Your idea / philosophy of corporate social responsibility.**

**AR** - Money is Power & Power is for what? Ask this question.

Social Work needs 3 Ts: Treasury, Time & Talent. If you have any one you can start to do it. Look what you have and give it to society. Most important is to support good people and good causes. Who are good people? They are the people who are providing selfless service to society.



Interviewed by Ms. Niral Shah

## Mind Stimulus

### Permanent Job Syndrome

We are listening / talking of "Fourth Industrial Revolution". Klaus Schwab Chairman of World Economic Forum says that it will bring opportunities and challenges. It will fundamentally alter the way we live, work and relate to one another. In the future talent, more than capital, will represent the critical factor of production.

It is more than two decades our government has embarked on open market economy. The present government is talking about "Make in India, Skill Development", a clear shift in what was happening, earlier. Ironically, at many places I hear people thinking /talking about still clinging to an idea of Permanent jobs. Crowd is running after shrinking government jobs. I, personally, is witness of Geologists' job evaporating from 350 to 35 in two decades, in my department. Similar is the situation in many government department. Then questions are –

- What is the Future of the Work?
- Can we notice the shift in working?
- Job obsolescence and reasons. What to do?
- Why do jobs migrate?
- What is Supply Chain in larger perspective?
- How to grab opportunities?
- How to face challenges?
- Where do we get talent?

So, there has never been a time of greater promise, or one of the greatest potential peril. Now we must ponder over what people, organizations are thinking and doing to solve the issue. I am listing those thoughts and for details, links for you to work over.

#### Parag Khanna in his book "CONNECTOGRAPHY: says

The New Manifest Destiny. United States or the tragedy of the commons?

In the supply chain world, American states compete as much with each other as with those in Mexico, Thailand and China. But there are fewer than twenty million manufacturing jobs left in America, and nothing that Michigan and Tennessee can do today to keep them from being gone tomorrow.

#### Why hire when you can deploy contract workers?

Amid uncertainty and arrival of disruptive tech, it makes sense to have more contract workers, say experts. India's \$150 billion outsourcing sector, led by Tata Consultancy Services Ltd (TCS), Infosys Ltd and Wipro Ltd, has increased its reliance on contract workers to complete projects even as it has hired fewer employees since 2011.

<http://www.livemint.com/Industry/65me0Of1iIMqJV0tEgdNVM/Why-hire-when-you-can-deploy-contract-workers.html>

#### The Economist

The future of the work. Today's world of work is completely different to anything

that's gone before. How can you stay ahead?

<http://learnmore.economist.com/story/57ad9e19c55e9f1a609c6bb4>

#### Big data analytics in transforming manufacturing.

The Alan Turing Institute and Warwick Analytics have exclusively shared with TM (The Manufacturer) the findings from a recent study into how the use of big data and analytics will transform high value manufacturing.

The benefits of big data are now widely accepted by companies across the manufacturing landscape, and the insights gained from big data analytics are believed to offer a competitive advantage. However, high value manufacturers who don't have a long-term vision will be at a significant disadvantage to their competition

<http://www.themanufacturer.com/articles/big-data-analytics-is-transforming-manufacturing/>

#### Wipro to deploy AI platform Holmes to do the job of 3,000 engineers

The move is part of Wipro's larger plan to generate \$60-\$70 million in revenue by selling the artificial intelligence platform to new and existing clients this year

Bengaluru : Wipro Ltd will use its artificial intelligence platform Holmes to automate several aspects of its so-called fixed-price projects, saving up to \$46.5 million and freeing around 3,000 engineers from mundane software maintenance activities.

<http://www.livemint.com/Companies/wnAHNojuGO2En8zQpItZLP/Wipro-to-deploy-AI-platform-Holmes-to-do-the-job-of-3000-en.html>

#### Indian IT firms in no mood to hire

Slow revenue growth and adoption of newer technologies - cloud computing

and automation platforms—have started replacing engineers

Bengaluru: The \$150 billion Indian information technology sector, once India's largest organized job creator, is now reluctant to hire.

Forget creating jobs, many companies in the sector are choosing to not even fill the vacancies left behind by the people who have moved on.

<http://www.livemint.com/Industry/V2sW6rBYoXuH9HNMfb7d9M/Indian-IT-firms-in-no-mood-to-hire.html>

### Rise of machines

Automation in C-suite is closer than you think. When International Business Machines Corp.'s (IBM's) Watson computer beat two leading Jeopardy players in 2011, people around the world paid attention. After all, it was yet another clear demonstration of how humans were losing their advantage over machines.

<http://www.livemint.com/Companies/K2zR0LAIi7HrKCHcVg9g8N/Automation-in-Csuite-closer-than-you-think.html>

### The jobs we'll lose to machines -- and the ones we won't

Machine learning isn't just for simple tasks like assessing credit risk and sorting mail anymore -- today, it's capable of far more complex applications, like grading essays and diagnosing diseases. With these advances comes an uneasy question: Will a robot do your job in the future?

[http://www.ted.com/talks/anthony\\_goldbloom\\_the\\_jobs\\_we\\_ll\\_lose\\_to\\_machines\\_and\\_the\\_ones\\_we\\_won\\_t?utm\\_source=newsletter\\_daily&utm\\_campaign=daily&utm\\_medium=email&utm\\_content=image\\_2016-08-08](http://www.ted.com/talks/anthony_goldbloom_the_jobs_we_ll_lose_to_machines_and_the_ones_we_won_t?utm_source=newsletter_daily&utm_campaign=daily&utm_medium=email&utm_content=image_2016-08-08)

**Book - The Race Against the Machine**  
By Erik Brynjolfsson and Andrew McAfee

How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy

### The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies

By Erik Brynjolfsson, Andrew McAfee

In recent years, Google's autonomous cars have logged thousands of miles on American highways and IBM's Watson trounced the best human Jeopardy! players. Digital technologies with hardware, software, and networks at their core will in the near future diagnose diseases more accurately than doctors can, apply enormous data sets to transform retailing, and accomplish many tasks once considered uniquely human. A fundamentally optimistic book, *The Second Machine Age* will alter how we think about issues of technological, societal, and economic progress.

### Dr. Michio Kaku says - America Has A Secret Weapon

Dr Michio Kaku is a Japanese American theoretical physicist, futurist, and populariser of science. In this video he speaks about how America's poor educational system has created a shortage of Americans who can perform high skilled technology jobs. As a result, America's H-1B Genius visa is used to attract immigrants who are skilled enough to perform these jobs.

[https://www.youtube.com/watch?v=NK0Y9j\\_CGgM](https://www.youtube.com/watch?v=NK0Y9j_CGgM)

So, ultimately, it is time to educate people that job permanency lies in enhancing skill, educate on regular basis. The responsibility lies with educational institutes, industry and individual.

Compiled and presented by - Mr. Pradip Pofali

## Business Opportunities in East Africa



East Africa (Kenya, Uganda, Tanzania, Rwanda and Burundi) is attracting the attention of the world due to the immense potential that the region holds. The Africa rising story cannot be told without emphasis on East Africa's importance. The region has produced some of the world's fastest growing economies. The region has in the recent past, made tremendous progress under key development indicators.

East Africa and Kenya in particular has one of the most educated and skilled work force in Africa. Investors that set up here are guaranteed access to the people they need across a broad spectrum of industries.

The 5 countries in the region offer a market of over 145 million people. The region also has a growing middle class which stands for 22.6% of the population. The population's median age 19. With such a young population, the region is ripe with promise for those who need to access labor, a market with disposable income and tech savvy at that.

Efforts to improve governance in East Africa are ongoing and the governments have made progress on

this. In Kenya, the government has effected a raft of measures to fight corruption and improve service delivery e.g. implementing the iTax and IFMIS system as well as commissioning Huduma Centers. Tanzania is also making headlines in conducting free and fair elections. Tanzania has also moved up the rankings in the ease of doing business in the region.

Regional integration is now seen as necessary and dare I say, inevitable. There exists a customs union that has been in place since 2005. In 2010, EAC member states dropped all internal trade tariffs. The EAC member states also adopted a single customs clearance treaty to clear goods at one point at their borders/points of entry. It is expected that integration efforts will be strengthened going forward. Private sector has been supportive in this as the cost of phone calls between EAC member states has gone down under the One Network Area Initiative adopted by EAC member states.

Economically, the region is on a steady growth path. According to the EU commission, GDP Growth in EA stood at 6.5% in 2014. The 2015 projection was 6.8% which it failed to reach only because of civil unrest in Burundi.

The region is dedicated to development of infrastructure. EAC member states agreed to work on joint roads, rail and pipeline projects in across their borders through the Standard Gauge Railway (SGR) and Lamu Port and Southern Sudan Ethiopia Transport (LAPSSET) projects.

Foreign Direct Investment (FDI) flows are reaching record levels in the region riding on the need by foreign investors to tap into the region's growth potential. East Africa currently holds higher return on investment than the most developed economies of the world.

In Kenya, the government has identified opportunities that investors can tap into that are in tune with Kenya's Vision 2030 i.e. to become a middle income economy by 2030. The government has begun working with private investors in pursuing these opportunities through Public Private Partnerships or the private sector on its own. Below are examples of investment opportunities that fall under this arrangement. The projects are currently being promoted by the Kenya Investment Authority:

#### Energy & Petroleum Sector

Kenya aims to have diverse sources of renewable power. The goal is to tap into solar, wind, bio fuel power as well as expand capacity in geothermal and hydro power. The government is keen in supporting Independent Power Producers to set up power plants and engage with them through negotiable Power Purchase Agreements. Kenya's installed capacity currently stands at 2,333 MW with a target to install an additional 2,667 MW in 2017. So far, 280 MW of power have been added from Geothermal sources with 300 MW expected from wind power by the end of this year.

#### Building & Construction Sector

The government plans on housing its 200,000 civil servants under the Civil Servants Housing Scheme under PPPs. Public land has been identified in the following counties: Nairobi (app. 10,000 units), Kiambu (app. 300 units), Mombasa (app. 250 units), Embu (app. 220 units), Machakos (app. 200 units), and Kisumu (app. 500 units)

Under the University Hostels project, the government plans on working with the private sector to build hostels for Kenyatta, Moi, Embu, Egerton, South Eastern Kenya, Maseno, Machakos, Nairobi and Jomo Kenyatta

Universities as well as 3 other government training institutions. They will have a combined capacity to accommodate approximately 90,000 students.

#### Manufacturing

Kitui, Kajiado, TharakaNithi and TaitaTaveta counties in Kenya sit on iron ore reserves that are as yet untapped. Limestone is available from Kajiado, Kitui and TaitaTaveta specifically. Investment opportunities exist in setting up steel mills and extractive industries in these locations. The projects are expected to cost approximately USD 1,472.35 million.

#### ICT

In order to market its Business Processing Outsourcing capacity, Kenya is using its leverage as East Africa's hub. Kenya is served by 4 sub-marine cable systems i.e. TEAMS, SEACOM, EASSY and LION. These are connected to major towns through the National Optic Fiber Backbone Infrastructure. Investors are needed to set up BPO centers as well as the structures to support the centers. The BPO industry is expected to generate 20,000 jobs.

#### Healthcare

There exists an opportunity to scale up production of Chlorhexidine for export to the rest of Africa. Kenya is currently the only African country that manufactures this chemical which is used on children for umbilical cord care. It is currently manufactured by 3 companies in the country.

The scenario is encouraging and entrepreneurs can take a plunge.

#### Kamal Shah

Managing Partner  
Grant Thornton,  
Kenya



## One Day MDP on Advanced MS Excel



(Group photo taken during the MDP on Advanced MS Excel)

A one day Management Development Program was organized by BMA on 2nd Aug 2016 at The Guru Narayana Centre for Leadership (BMA). The MDP was on Advanced Excel and the Speaker for the same was Mr. Nilay Shah.

### THE MDP COVERED THE FOLLOWING AREAS THAT ARE VERY IMPORTANT :

1. Advanced Formulas and Functions
2. Advanced Financial Functions
3. Advanced Logical & Error Functions
4. Optional – Excel 2016 New Functions
5. SUMPRODUCT
6. Array Formulas
7. Advanced String Manipulations
8. Named Ranges
9. Advanced Pivot Tables
10. What If Analysis
11. Advanced Charting
12. Solving Equations with Excel
13. Measuring Time in Excel to know how much your formulas takes time
14. Optimizing Excel
15. Overview of Dashboard
16. Data Consolidation
17. Excel Templates
18. User Interface Customization
19. Analysis Tool Pack

### THE OBJECTIVE OF THE MDP WAS :

- Performing complex calculations more efficiently, using various Excel functions.
- Organizing and analyzing large volumes of data.
- Creating MIS reports.
- Designing and using templates.
- Consolidating and managing data from multiple workbooks.

## One Day MDP on Developing Assertiveness Skill



(Group photo taken during the MDP on Developing Assertiveness Skill)

A one day Management Development Program was organized by BMA on 23rd Aug 2016 at The Hotel Gateway (Taj). The MDP was on "Developing Assertiveness Skill" and the Speaker for the same was Dr. Jacob George (MD, Gulbrandsen Chemicals)

### OVERVIEW OF THE PROGRAMME

Being assertive is being clear about your opinions, wants and feelings so that others understand them. Assertiveness also means knowing how to interact and negotiate so that your views (and others as well) are given fair and considerate treatment. It is an essential skill for work and life.

### TAKE AWAY OF MDP

Being assertive is completely different to being aggressive, although the inability to be assertive can create feelings of failure and anger. And being assertive is something that many of us find difficult. We sometimes prefer to avoid conflict of any kind and may find it difficult to challenge others in a clear thoughtful way. It can be easier to resort to overt aggression, sarcasm or passive detachment.

Assertiveness Skill training is intended to help you interact more effectively with family members, colleagues, managers, clients and anyone else you come in contact with. Learning in a practical and supportive environment you will be able to practice techniques and methods, which will have an immediate impact on your work and your personal life.



## Forthcoming Events

### Vastu Awareness

By **Mr. Rakesh Dwivedi**

Friday, 16th September, 2016

**Time** : 9:30 am to 5:30 pm

**Venue** : Baroda Management Association

### Take time to be Safe

Saturday, 17th Sept '2016

**Time** : 10:00 am to 1:00 pm

#### Chief Guest:

**Padma Shree Indira Jaising**

(Senior Advocate, Supreme Court)

#### Speaker:

**Ms. Ruzan Khambatta**

(Social Entrepreneur) &

**Ms. Usha Vishwakarma**

(Founder Red Brigade - Lucknow)

#### Special Attractions

Felicitation, Real Life Experiences

**Venue:** Four Points by Sheraton, Fatehgunj

### 20<sup>th</sup> Student Management Games (SMG-2016)

(National Level Competition for Students)

19th-20th September, 2016

**Venue:** Faculty of Social Work, MSU

### Round Table Conference on CSR

30th, September, 2016

**Venue:** The Hotel Gateway (Taj)

## From Editor's Desk

Dear Friends

Our flagship event 'ANNUAL MANAGEMENT CONVENTION', is just a month away and preparations are on full swing. The theme is "INDIA OF MY DREAMS". This event is for you. Join us with your dreams. Plenty of things are happening around which will be shared by eminent speakers. So, be a part of success story.

To happen things we need entrepreneurs, innovators, researchers who dare to create and compete on global level. There has to be a dream to serve the nation and people by creating job opportunities. Dr. Ajay Ranka who studied in USA and returned to India to start industry. He is interviewed for the same reason.

We are constantly shifting towards intelligent working and even machines too. Plenty of changes, in technological field, are happening. It means that the word "PERMANENT" is losing the meaning. However, still mass is not ready to change in spite of plenty of evidences. It raises plenty of questions and the article is an effort to provide information.

We are now connected globally and the meaning of SUPPLY CHAIN is changing. To grab opportunity, an article is invited from Mr Kamal Shah who is in the arena of Kenyan activity.

So, prepare yourself for opportunities on horizon.

**Pradip Pofali**

### FRIDAY EVENING TALKS

| SR | DATE       | TOPIC & SPEAKERS  |
|----|------------|---|
| 1. | 09.09.2016 | Preventing Diabetic Blindness by Dr. Pradeep Seth             |
| 2. | 16.09.2016 | Being emotional ; foolery or intelligence by Mr. Devang Joshi |
| 3. | 23.09.2016 | What makes an engaging workplace by Mr. Ravindra Biswas       |
| 4. | 30.09.2016 | Mrutyu no Anand (Happiness of Death) by Mr. Deval Shashtri    |
| 5. | 07.10.2016 | Action speaks Louder than Words by Mr. Shetal Gonsai          |

Venue : BMA, Guru Narayana Centre for Leadership, 2nd Floor, Anmol Plaza, Old Padra Road, Vadodara.

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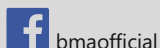
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