

THANE
KALYAN
MUMBAI
NAVI MUMBAI
PUNE
AURANGABAD
NASHIK
KOLHAPUR
NAGPUR

VOL 2, ISSUE 22, RNI No. MAHENG/2013/50556 /
Regd No. THC/187/2016-2018/ February 2019 (Monthly) Pages 12
(Copy for invitees)



"As a visionary entrepreneur, Mr. Marathe doesn't believe that sky is the limit as he is aiming for an overall turnover of 100 million USD [INR 700 crore] for the YUVAN GROUP in the next financial year 2019-20."

A Rising Star

Mr. Swapnil Marathe
Yuvan Group
Founder and Managing Partner

Stop! Don't read further if...

Tanvi
HERBALS
हर्बल तन्वीपॅंथी



Acidity, Obesity, Headache, Nausea, Cough, Bodypain, Hairfall, Fatigue, Digestion complaints
If you don't suffer from this don't read further



Tanvi Herbals
TANVISHATAA
Only 2 Tablets, Daily

For glowing skin, dense hair, energy, acidity, tiredness, headache, pimples, hair fall etc. **Tanvishataa tablets** acts as the best tonic

TANVIVISHATA
Cough, Piles etc.



SANTHAKAPHA
Cold, Running nose etc.



VATSHAANTI
Gases, Body pain, Indigestion etc.



SWEETSLIMM
Fitness tonic



SHATAJIVANTI
Neck, Shoulder pain
Hair fall, Heavy head



ASHWAYASHTEE
Best Tonic for children



TANVIGOREX
For Weakness etc.



KETAKI OIL
For Joints - Knee Pain etc.



Tanvi Clinic & Special Camp : Thane Ghantoli (W) 9769695892 | Dadar(W) R.K. Vaidya road 9833683621 | Thane Eternity (W) 9833683021 | Thane Dhokali 7728046444 | Mulund 25637747/25637748 | Andheri 26716964 / 26799843 | Girgaon 9082430461 | Vashi 9699629999/9920327770 | New Panvel 8097188680 | Dombivli 8286951802 | Vasai 9890173182 | Pune 8796021003, 9860238409, 9822294394, 9765577977 | Kolhapur 9764591656 | Belgavi 9448875342 | Chandgad 7083733771 | Gadhinglaj 9665693981 | Sawantvadi 9765479696 / 9371456296 | Nashik 9373991180, 9850152421 | Nagpur 7720002402, 9422109163 | Amravati 9422157921 / 027-2579797

Tanvi Centers: Ratnagiri 9403361200 | Goa 0832-2361068 | Indapur 9920149535 | Mahad 7350512179 / 9422693979 | Murud 9822781769 | Nashik 9850840066 / 7588787843 | Nashik-Malegaon 23486326 | Pandharpur 9822206086 | Sangli 9422615570, 9518929161 / 8975773806 | Satara 9011037076, 9422402066 / 0212-227666 | Solapur 9175040935/0217-2741034, 9561014584, 221095, 942336007 | Nagpur 9823160650 | Yavatmal 8149492992 | Akola 9766151851 | Aurangabad 9823017541 | Latur 9028359126 | Beed 9403487078 | Amravati 7720002402 | Bhandara 9970105239 | Jalgaon 0257-2224736 | Dhule 9423191775 | Wardha 9922703696 | Bhusawal 9372607500

Call this number for areawise availability of medicines

Director Girish Mehandale :
98330 01716
Dr. Medha Eve. 4 to 5 :
70455 89981

Free Subscribe
Tanvishataa
channel on



98200 75813

All products
available at
leading chemists

Download Free
Tanvi Herbals App



Shop online on
www.tanviherbals.com



READ
FREE
TANVI
BOOKLET

Available on
amazon

follow
us on:



AN UNCHALLENGED HERO

The large scale road widening that was undertaken by the TMC has indeed brought a visible change in the traffic movement which was choked to death by perennial traffic snarls. That the problem is unlikely to get resolved hundred percent is a bitter truth and efforts of Jaiswal will get a limited success, thanks to the poor public transport system and growing aspirational value of the citizens to own a vehicle. Even as the city is reeling under traffic congestions caused by the ongoing work for Metro railway, Mr Jaiswal's wide roads bring little solace to the bugged up commuters.

That the dynamic civic commissioner's bonhomie with the chief minister Devendra Phadanvis, has now turned out to be an open secret, that was not the only reason for the extension order. In fact he is equally close to the guardian minister Eknath Shinde making him more than indispensable. For the latter the coming elections are more important and with Mr Jaiswal at the helm of affairs, he can impress the voters on the good work that the commissioner will carry and take the credit for the same as the Shiv Sena is the ruling party too. The progress carried out by any

disposition, may be at local, state or national level is the sum total of the political and administrative will. Mr Jaiswal has mustered the support of the opposition parties too thereby silencing his detractors.

Delivering the result has been Mr Jaiswal's biggest attribute, but that does not absolve him of criticism which centres around two reservations that his critics carry with them. There is at times an hushed up undertone in the corridors of the civic building of his high handedness. His style of functioning does not appease many. Recently there was a complaint by few citizens who had handed over their precious land for the vital road widening work and felt let down as the roads were blatantly getting misused. Few of the disgruntled corporators felt that they were not being taken into confidence.

Despite these reservations, Thanekars are looking with great expectations at Mr Jaiswal. The feeling that he is the only answer to their problems and will free them from chaos, makes the officer stand apart. A little consensus will make him an unchallenged hero.

Soon after the extension orders, Mr. Sanjeev Jaiswal embarked on his mission with new vigour and zeal. Very few IAS officers get such opportunity and we keep that in mind Mr. Jaiswal has apparently made a major change in his earlier strategy. Overcoming the limitations and lapses, so as to leave the city with an unblemished record is going to be his aim. To achieve that he has asked all the departments to table a white paper giving the status of the civic projects that will make the TMC more accountable, a major reservation that Mr. Jaiswal's detractors maintained. That the SS-BJP alliance will gain maximum advantage and that too in the election period goes without saying. How Administrative efficiency can be capitalised, is best seen in this case.

Best Wishes,

Miilind Ballal

Editor, Know Your Town

Three years by all account is an insufficient tenure for any government officer, if he honestly intends to prove himself. Hence the extension to Thane Municipal commissioner Mr Sanjeev Jaiswal will bring a smile on the face of common Thanekar who feel that the city is on the right track under him. As is the case with people occupying public offices, Mr Jaiswal has his own share of bouquets and brickbats. But then he is readying himself to make the maximum of the rather exceptional extension and bury the professional hazard that the public servants have to live with.



Know Your Town Owner Miilind Ballal Printer, Publisher Miilind Ballal

Printed at Thane vaibhav, Damle Apartment, Veer Savarkar Road, Tembi Naka, Thane (w) | Tel 022-25341526 | Fax 022-25348594
| email id: knowyourtown1@gmail.com

Editor and Publisher: **Miilind Ballal** | Managing Editor: **Niikhil Ballal** | Associate Editors: **Juili Kulkarni & Sandhya Iyer-Bhide**
| Design Editor: **Sunil Pathare** | Senior Marketing Executive: **Komal Lahane** | Photo Editor: **Gajanan Harimkar**
Accounts: **Shilpa Chabukswar** | Circulation: **Pramod Gholap** | Advisory Team: **Mr. Satish Utekar, Ex-CEO TJSB,**
Mr. Amardeep Singh Vig, Mr. Arvind Datar, Mr. Pushan Vaidya, Senorita.

Ever wondered the meaning behind these famous brand logos?

Every company has a story behind its origin. Coca-Cola was a result of an experiment to find an alternative to morphine by one John Pemberton. The man behind Boeing, William E. Boeing, broke his own plane and struck upon the idea to make his own, only better. Creativity finds its place through many means and mostly through intelligent design. Logos are one such medium that convey illuminating meanings and messages reflecting the company's values, origins or stories behind their beginnings. Here are the five such familiar companies' brand logos that carry a hidden meaning nestled in their intelligent design.

Audi



German luxury automobile manufacturer Audi has a rather melancholy tale that explains the meaning of its logo. Audi was founded by August Horch in 1909, who also founded the company Horch in 1899. The four-rings in its logo represent Germany's four oldest carmakers, namely, Audi, Horch, DKW and Wanderer, that had to band together to make Audi as we know it.

Baskin Robbins

Owned by the company Dunkin' Brands, Baskin Robbins' logo has an interesting meaning. The ice cream giant is known for its 31 flavours that it offers. The number 31 can be seen in pink colour in the large B and R alphabets written above the name Baskin Robbins in the logo. As per Baskin Robbins' VP of marketing, Carol Austin, 'The 31 stands for our belief that our guests should have the opportunity to explore a fun, new ice cream flavor every day of the month'.



Dell

Everything in Dell's logo is fine except a slanted E. The reason behind this, as per Siegel+Gale - the agency who designed this logo - is, that it 'embodies the company's brash humour and aggressiveness'. And the tilted 'E' enlivens the logo and it captures the irrepressible spirit of the company that 'stood the PC industry on its ear.'



Adidas

Adidas' logo has had many iterations since the company came into being. Its logo has been changed twice in the past but the three stripes have been carried always. The one it currently has, three stripes above the brand name, carries a special meaning. The new logo is designed to look like a mountain. Denoting a challenge in itself - as climbing a mountain is - to push people to explore their limits.



Domino's Pizza

In an interview, Tom Monaghan, the founder of Domino's Pizza explained how easily he struck upon the name of the brand. During the 60s, while he was searching for a name for his pizza venture - that's also when he had acquired just three outlets - an employee returned after delivering a pizza and said - I've got our name! Domino's! As Monaghan had only three outlets at that time he decided that he could use a Domino as the logo with three dots on it. He planned to increase the number of dots on the logo whenever they added a new store - also explaining how he'd never thought that it will go on to become a global fast food chain.





Red Fort, New Delhi



Agra Fort, Agra, Uttar Pradesh



Humayun's Tomb, New Delhi

A sneak peek into the top revenue-generating monuments in India



Ajanta Caves, Aurangabad, Maharashtra

Culture Minister Mahesh Sharma recently revealed the top revenue-generating monuments in the country between 2015 and 2018. How many have you visited? In recent years, India has grown exponentially in the tourism industry. Tourism contributes nearly 9.4% of the country's GDP and supports 8% of its total employment. While sectors such as medical tourism have prospered in the recent past, India's rich cultural heritage continues to be a stronghold for the sector. Culture Minister Mahesh Sharma recently revealed the top revenue-generating monuments in the country between 2015 and 2018. How many have you visited?



Khajuraho, Chhatarpur, Madhya Pradesh



Qutub Minar, New Delhi



Taj Mahal, Agra, Uttar Pradesh



Ellora Caves, Aurangabad



Mamallapuram, Kancheepuram, Tamil Nadu



Sun Temple, Konark, Odisha



A Rising Star

NIKHIL BALLAL & JUILI KULKARNI

Dr. A. P. J. Abdul Kalam once quoted, "Dream is not the thing that you see in sleep but is that thing that doesn't let you sleep". There could have been no better quote than this to summarize Mr. Swapnil Marathe's breathtaking business journey in a nutshell.



Mr. Swapnil Marathe and his team.

Hailing from a typical middle class Marathi family in Kalwa, Thane. Mr. Marathe broke the shackles when he envisioned becoming a businessman. With no business background whatsoever, Mr. Marathe was clearly someone unique in his family as he didn't follow the 9-5 trend that his family had been following since generations.

With a zeal to create his own legacy and a strong desire to be a businessman, he set out on an entrepreneurial adventure at the age of just 21 years. While youth of his age were still figuring out what to do in life and spent most of their time in enjoying their youthful days. Mr. Marathe was determined to carve a niche for himself.

An Engineer by qualification, Mr. Marathe



has indeed come a long way, thanks to the ups and downs in a series of eventful experiences that he underwent over the last decade. From starting a computer hardware store in his first year of Engineering to setting up an Airtel distribution agency from managing a restaurant in Airoli to owning one of the Thane's best broking and real estate development companies. There is seldom any doubt that the ambitious businessman has indeed come a long way. As the cliché goes, "Experience is the best teacher", the dynamic businessman has sailed through all so far, albeit sometimes even starting everything from scratch for the new business that he entered. Mr. Marathe has never shied away from fishing in troubled waters and the height that he has scaled today is a conspicuous evidence of the same.





Mr. Marathe on construction site with his team.



KYT's Managing editor Nikhil Ballal and Mr. Marathe.

When asked about when was it actually that he first thought of entering into construction line. Mr. Marathe quickly reminisced, "I vividly remember my mother sharing a small anecdote with me. One day when my mother and I were strolling down the street, we came across a building named Bharti Raj and its unique name caught my attention. The immediate reaction of my younger innocent self was asking my mother why the building was named so. Answering her eight year old child, my mother said, the builder has named the building after his parents (Bharti and Rajaram). On hearing what my mother said, I was prompt in replying that one day even I will construct a building and name it after my parents **JayRaj** (Jayshree and Yuvraj)".

Imagine at such a young age, to have those kind of thoughts is truly incredible. As the destiny would have it. Mr. Marathe today is a step closer in turning his childhood dream of gifting his parents a residential tower named after them as the building is



MARKAR – Automated Parking Unit

currently under construction. "Just like any business you take, the real estate business is also not anyone and everyone's cup of tea. Though it looks very lucrative from the outside, from within, it is extremely demanding and will take away every ounce of your energy if you aim to have prominent place in real estate business." stated Mr. Marathe.

As of today under the banner of

ASHWA REALTORS inception in 2014. Mr. Marathe and his team has sold close to 1000 flats and **TRIMITY GROUP** has given home to more than 100 families in Thane, Mulund and nearby areas. Development, Redevelopment as well as SRA projects are included in the rich repertoire of **Trimity Group**.

The enterprising entrepreneur did not settle with just providing shelter to the people but he has also expanded his horizons and vertically diversified by entering into the business of contracting under **YUVAN INFRA** which deals with real estate and government contracting work, and **MARKAR** - a vertical that deals in providing automated parking systems. In addition, Mr. Marathe has spread his philanthropy wing through **YUVAN FOUNDATION** which is aimed at providing assistance to myriad social activities.

The young businessman has already taken some big steps in the real estate



Mr. Marathe and his team has sold close to 1000 flats and TRIMITY GROUP has given home to more than 100 families in Thane, Mulund and nearby areas. Development, Redevelopment as well as SRA projects are included in the rich repertoire of Trimity Group.





Upcoming Projects



business and looks up to Mr. Niranjn Hiranandani for inspiration. Mr. Swapnil Marathe concluded, "Mr. Hiranandani is not just in the business of building homes but is in the business of creating class and providing one of the world's best lifestyles to the clients. One day, I see myself doing the kind of work Mr. Hiranandani has been doing for the past many decades".



Yuvan Group and its Group of Companies

YUVAN GROUP
We inspire the next

Ashwa Realtors™
A Yuvan Group Venture

MARKAR™
A Yuvan Group Venture

YUVAN™
INFRA

"No amount of Motivation, Money or Contacts will work unless you have a Strong Will and an Unwavering Desire to achieve your goals more than even your need to breathe".

"As a fitness enthusiast Mr. Marathe does gym and yoga regularly as he believes in being FIT, FIERCE and FABULOUS. In constant pursuit of excellence, he is of the opinion that "It is within yourself that you will find the strength". As a visionary entrepreneur, Mr. Marathe doesn't believe that sky is the limit as he is aiming for an overall turnover of 100 million USD [INR 700 crore] for the **YUVAN GROUP** in the next financial year 2019-20. In the next 5 years, he plans to expand Yuvan group beyond real estate and into sectors that serve as platform for formation of better human beings especially **Education** and **Health Care** sector. What started as a dream should empower others to achieve their own, a social entrepreneurship venture capital firm is also in the pipeline for the group that will provide a firm base to upcoming and visionary entrepreneurs like him to pursue their dream.

When we asked Mr. Swapnil Marathe to share any unfound piece of advice for our readers, he was straightforward in his views that " No amount of Motivation, Money or Contacts will work unless you have a Strong Will and an Unwavering Desire to achieve your goals more than even your need to breathe".

Does your smartphone emit the most or the least radiation?



Which smartphone do you own?

To say that smartphones are a necessity in the contemporary world would not be an overstatement. From making calls to managing our daily routines to keeping track of our health, the tiny device acts as a personal assistant that does not complain!

But did you know that smartphones emit radiation which can cause life-threatening diseases such as cancer? There's little conclusive research on effects of cell phone radiation on humans but exposure to radiation does affect health. The German Federal

Office for Radiation Protection has collected comprehensive data on smartphones- new and old - ranking devices that emit the most radiation by giving them Specific Absorption Rate (SAR) value. Take a look at smartphones that emit the most and the least radiation.

Top 5 radiation emitting smartphones

Rank	Smartphone	SAR
1	Xiaomi Mi A1	1.75
2	OnePlus 5T	1.68
3	Xiaomi Mi Max 3	1.58
4	OnePlus 6T	1.55
5	HTC U12 life	1.48

Bottom 5 radiation emitting smartphones

Rank	Smartphone	SAR
1	Samsung Galaxy Note 8	0.17
2	ZTE Axon Elite	0.17
3	LG G7	0.24
4	Samsung Galaxy A8	0.24
5	Samsung Galaxy S8+	0.26

10 Amazing Facts of People Born In



Have you ever felt fascinated with the people born in February? Well they are different and interesting in their own way. If you have friends born in February you sure as hell want to know what their personality is like. Here are some amazing facts about the people born in February that you will be delighted to know.

1. They are quite forward and frank

They will always speak their heart out and will be honest about their feelings. That is the one best quality of the people born in February that they are not afraid to speak the truth even though that might create weird circumstances for them. They cannot be diplomatic to get out of a situation and don't lie. If you are looking for an opinion on something a dress, or an article then they are the best people. They do not sugarcoat things and do not hesitate in pointing out your flaws which is why their opinion is true and valued.

2. They are very original people and don't take credit for someone else's work

People born in February will not rob anyone's idea. They are truly original and like to struggle their own way to earn and deserve success that they achieve. They are very mature people because they take insights from their experiences and learn from them. They don't follow anybody's footsteps blindly.

3. They don't give much away

You will often find people born in February to be a mystery. That is because they don't like revealing much about themselves. They don't like feeling exposed in front of others. Their mysterious behaviour is what makes them appealing to the opposite sex around them.

4. They have a love for innovation

They are highly creative people and love making new things. Their brain works out of the box and they are known to be developers in whichever field they are working in. You might have noticed that almost all the great scientists were born in February.

5. Different works better for them than perfection

They don't seek perfection. For them working to achieve uniqueness is the main objective. They aim to be different from others and get sidetracked from what the rest of the world is doing.

6. They take things easy and at their own pace

You might feel like they are slow and lazy but that is not it. February borns are usually known for their own way of doing things. They are known to master their own pace and fully enjoy what they are doing. For them if something is worth doing then it is worth doing properly. They like their things perfect which is why they take their work at a slow pace.

7. They are defined by their strong will

They have a will power that cannot be shaken easily and are known for holding their grounds when they make a decision. Their strength and strong-headedness is what makes people jealous for their strong

will power.

8. Loyalty defines their every relationship

Holding true to every relationship in their life is one of the many qualities of the people born in February. Be it their bond with their family members or friends or the one they love, they are fully devoted to them all and love flows in their heart effortlessly. This is the reason they make very good soul mates and their relationships are mostly happy. So if your partner is a February born then you are quite lucky.

9. They are very compassionate for all the human welfare causes

February borns are very compassionate people and feel for human welfare from the bottom of their heart. They are great empathizers and are the ones who strive for equality and welfare. They believe in working for the greater good of the masses. They put people before themselves and are really selfless people and for that they are adored by people.

10. They are quite attuned to silence

People born in February appreciate the silence around them. If you find them ever so quiet that is not because they are moody people but because they are deep in thought and trying to assess a situation mentally. They truly find solace in silence.

**Inspiration is always a better
alternative to perspiration**



150

eminent Indians already interviewed



**India's first town-centric Magazine.
Also in Digital form.**

**Let your business story reach thousands of your potential customers.
To get featured in this magazine contact us on 9819249280**

**Share your story on : knowyourtowninfo@knowyourtown.co.in
www.knowyourtown.co.in**

**Mumbai | Thane | Kalyan | Navi Mumbai | Pune
| Nashik | Kolhapur | Aurangabad | Nagpur**

KYT
Know Your Town
Initiative By **ठाणेवैभव**

Be a Smart Businessman

Customized Solutions to Grow
Your Business

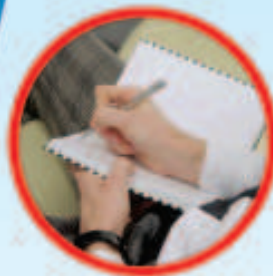
Pitambari®



DIGITALCARE
Re-defining Technology



How will our
Technical Solutions
Help You?



• SALES CUBE: SALES FORCE AUTOMATION & TRACKING

- Place New Orders Directly From The App.
- Location Tracking.
- Daily, Weekly, Monthly, Yearly Reports.
- Offline Mode Available.



• NETRAM: GPS TRACKER

- Facilitates real-time location of the on-field staff.
- Helps to plan and schedule a visit.
- Checks attendance and meetings status in real time.
- GPS Tracker helps the organization to monitor and boost their business.



• SARAL: YOUR SIMPLE POS

- Make accounting automatic.
- Stock management in seconds.
- Know your numbers.
- Customer Loyalty features.



• DATABANK

- Information of Shops, Superstockiest, Distributors.
- Route wise segregation.
- Various Filters based on the State, District and City.
- Get the location on Map.



Pitambari Products Pvt.Ltd. Thane: 022-6703 5555/31, 87678 13810. CIN: U24239MH1989PTC051314.

www.pitambaridigitalcare.com | digitalcare@pitambari.com