

## **Business Person of the Year**

“Ravinder Agarwal – a persona of the spirit of excellence ”

In some ways, a tasty delicious biscuit or wafer, is synonymous with the multifaceted persona of Ravinder Kumar Agarwal. Both are a blend of extraordinary “ingredients”, as it were, that combine so seamlessly, to become a seasoned successful end product.

Having traversed through different business ventures over the past twenty-five years, Ravinder is a shining example of courage and self-confidence, a self-made successful entrepreneur.

He is known by others as having a positive attitude, always bringing a fresh perspective to each problem and it gives others hope. He has a reputation of making difficult issues simple and solvable. Ravinder’s tenacity, self-belief, and intrinsic business acumen are the secret ingredients that have proved to be his key characteristics in his commendable success over the years. Unstinted support from his family and other investors have always encouraged him to look ahead with ambition.

His willingness to explore unknown territory along with his infectious energy, has established many milestones on his journey. He has achieved success at the national level – Waffy wafer is the bestselling brand in the biscuit category, deftly flanking the multinational and Indian giants in the sector.

Another of Ravinder’s several successful endeavors is the Exports business, which spans all the continents. He took it as a challenge when the international customers initially disapproved the product quality and hygiene in the production plants. Today the Dukes manufacturing units have global food quality and safety certifications; the products are being consumed in almost all the developed markets worldwide.

Much before “make in India sell to the world” and “startup” became buzzwords, Ravinder has established an extraordinary, versatile business enterprise, competing with the best not only in India but all over the world. In his own understated manner, he has redefined the phrase “visionary entrepreneur”.

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