

COVERSTORY



SUKHINDER SINGH CASSIDY
President, Asia Pacific and Latin America Operations, Google



RENUKA RAMNATH MD and CEO, ICICI Ventures



MEERA SANYAL
Chairperson and Country Executive, ABN Amro



BHARTI GUPTA RAMOLA
Executive Director, Pricewaterhouse Coopers

ASHU SUYASH
MD and Country Head, Fidelity Fund Management, India



ANJU TALWAR
Senior Vice President, Genpact



VILLOO MORAWALA PATELL
Chairperson and MD, Avesthagen



SANGITA SINGH
Senior Vice President, Enterprise Application Services, Wipro

DEVYANI RAMAN
CEO, Leading Brands of the World and Luxury Marketing Council of India



HARJINDER KAUR
CEO, Comvission



On MAIDENS

Ten power women on what took them to the top of the career ladder and the view from there

She scales continents, clocking in thousands of flyer miles, her 22-month daughter in tow. For Sukhinder Singh Cassidy, Google's Asia Pacific and South America operations president it's the thrill of fresh challenges, a constant learning curve and managing offices in 18 countries that gets her excited. Like Viloo Morawala Patell, who started Avesthagen, a bio-tech company, because of a lacuna in the market. She took up the challenge and raised money from family and friends to give shape to her dreams. Each of these power women are bound together by this common theme: a passion to accomplish their goals and follow their dreams. They now stand at the pinnacle of their career and dig into their bag of tricks for the codes to success.



Viloo Morawala Patell, 52

Chairperson and Managing Director, Avesthagen

"Avesthagen means respect for the environment," says Viloo Morawala Patell, chairperson and managing director of the company. It was her vision and zest for creation that helped her take a hare-brained idea, with a five-person team in 1998, to a 630-people strong, fully integrated biotechnology and bio-informatics company today. Born in Navsari, in Gujarat, she invested 16 to 18 hours daily with about 18 days of travelling every month to make Avesthagen one of the high-fliers in the industry. Avesthagen's birth came when Patell realised the market couldn't understand the concept of biotechnology. After her masters in medical biochemistry from Sophia College, Mumbai, and working at the International Crops Research Institute for Semi Arid Tropics, Hyderabad, she decided to move to France to pursue a PhD at the University Louis Pasteur, Strasbourg. The realisation that the market wasn't ready for her passion made her see entrepreneurship as the only way to make her dream a reality. By March 2000, she'd raised about Rs 1.5 crore from relatives and friends from different parts of the world. Today, Avesthagen is a company that has four robust strategic business units—bio-pharmaceuticals, bio-agriculture, bio-nutrition and scientific innovation. Talking about the company's achievement, she says, "It has grown strength to strength, attracting investors like Fidelity, New York Life and Tata." Having a well-defined goal for herself, Patell knows how to work toward accomplishing them to reach the top.

Success Mantra "Have a mission and work towards accomplishing it. Be forthright, direct and aim to get the work done. Maintaining a pleasant and friendly relationship with your colleagues is imperative but in a strict disciplined environment."

“ People tend to slot scientists into a certain stereotype and I break that perception. It has been quite a ride.”