

CHAIRMAN'S MESSAGE



Niranjan Hiranandani

It is a great pleasure and opportunity for me to have assumed the office of Chairman of Priyadarshni Academy, one of India's premier NGOs, on September 19, a date that is firmly entrenched in the minds of the hundreds of Priyadarshni Academy members and fans, but one which is finding its place more and more in the calendar of leaders across the globe because of the Academy's Global Awards program which has extended its reach over the years beyond our Indian borders.

Mr. Nanik Rupani, who has become Chairman Emeritus after my take over, leaves behind an institution that has reached the pinnacle of its reputation. He has been singularly instrumental in taking it to that level, through his persevering and passionate efforts from the year 1985 onwards when it was founded, through his extraordinarily good contacts, public relations skills and deep interest in serving the community. He has left a challenge for me that is difficult to better. Having been by his side as Vice-Chairman of the Academy for a number of years, I have been fortunate in seeing the Academy grow and shall leave no stone unturned to continue to take it further forward. In achieving my goals, I need the same extent of support from you which you extended to Nanik all these years.

I will look forward to communicating with you through this Newsletter and through our communications regarding activities. It is the right time for me to extend good wishes to you for a festive Diwali.

A handwritten signature in blue ink that reads "Niranjan Hiranandani".

Niranjan Hiranandani



THE WORLD TO COME



- Real Estate Developer with a reputable and strong brand name in Mumbai Metropolitan Region
- Proven track record of having completed a portfolio of residential and commercial real estate projects
- Continued focus on high quality and large scale real estate developments across India
- Experienced and qualified management team

Raheja Universal Ltd., Raheja Centre - Point, 294, C.S.T. Road, Kalina, Santacruz (E), Mumbai - 400 098. Web - www.rahejauniversal.com
 Raheja Universal Ltd. is proposing, subject to market conditions and other considerations, to make a public issue of securities and has filed a Draft Red Herring Prospectus ("DRHP") with the Securities and Exchange Board of India. The DRHP is available on the website of SEBI at www.sebi.gov.in and the respective websites of the book running lead managers at www.kmcc.co.in, www.enam.com, www.citibank.co.in and www.morganstanley.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see 'Risk Factors' in the DRHP

"These materials are not for publication or distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). These materials are not an offer of securities for sale into the United States, Canada or Japan. The securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States, except pursuant to an applicable exemption from registration. No public offering of securities is being made in the United States".

These images are artistic representation only.

NIRANJAN HIRANANDANI TAKES OVER AS CHAIRMAN OF PRIYADARSHNI ACADEMY

Mr. Niranjan Hiranandani, Founder & MD, Hiranandani Constructions, took over Chairmanship of Priyadarshni Academy, one of the most prominent NGOs in Mumbai, effective September 19, 2013.

Mr. Nanik Rupani, its Founder, and Chairman for the past 29 years will be its Chairman Emeritus, devoting more time to publishing books containing ancient Indian wisdom, in order to reach an international audience. This has been his passion for some time.

Mr. Hiranandani has been the Academy's Vice Chairman and has been rendering a very vital role in all its activities and achievements.

Managing Director of the Hiranandani Group of Companies, the Group is today considered as a producer of best quality housing and commercial premises in the country. Apart from construction, the group has diversified into education, horticulture, hospitality, entertainment and retail. It has forayed into the Healthcare sector with the Dr. L.H. Hiranandani Super Specialty Hospital at Powai.

The transformation of a barren land in Powai from a lonely hillside quarry with about 20 trees to one that is bustling with activity, with over 200 acres of greenery, as well as top-of-the-line commercial, residential, recreational and educational facilities is something the city of Mumbai cherishes. The Group has gone international with 23 Marina – a 395m high 90 storied neo-lifestyle residential tower in the upscale Marina region of Dubai.

Mr. Hiranandani completed his schooling from Champion School, Mumbai and graduated with a B. Com. (Hons.) with a distinction of standing Second in Mumbai University. He completed his F.C.A. from the Institute of Chartered Accountants of India.

Mr. Hiranandani is actively associated with and holds key positions in various government bodies, social institutions, and schools and colleges.

Some of his past achievements include drafting the State Policy for Slum Rehabilitation in Mumbai designed to improve the well being of over 6 million slum inhabitants; acting as a trustee for the creation of Nathdwara Township as a heritage destination; serving on the board of the Housing and Urban Development Corporation (HUDCO), an organization which distributes US\$3 billion per annum to help fund the building of housing for low income families; acting as an adviser to the Government of India on housing and habitat policy for over a decade and was also the President of the Indian Merchants' Chamber (IMC).

He is currently the President of the Hyderabad Sind National Collegiate Board (HSNC Board) managing 17 colleges and 10 schools in the city of Mumbai. He is serving as Chairman of Housing Committee of the Federation of Indian Chambers of Commerce and Industry (FICCI) and Indian Merchants' Chamber (IMC).

Leadership, brilliance, 'untiring zest for excellence' and 'down-to-earth' are words that come to mind when one comes face-to-face with Mr. Hiranandani. He will assuredly bring in new thinking and experience into the Academy.



MR. MURLI ADNANI, MR. NIRANJAN HIRANANDANI, DR. MOHAN PATEL, SHRI DILIP VALSE PATIL, HONORABLE SPEAKER OF THE MAHARASHTRA LEGISLATIVE ASSEMBLY; MR. NANIK RUPANI, DR. INDU SHAHANI AND MR. NIHCAL ISRANI (27TH ANNIVERSARY LITERARY AWARDS & EDUCATIONAL SCHOLARSHIPS FUNCTION – FEBRUARY 14, 2011)



Mrs. Geeta Rupani and Mr. Niranjn Hiranandani lighting the lamp. Also seen in the picture are Mr. Nanik Rupani and Mr. Kamal Nath, Union Minister for Commerce & Industry (Global Awards 2006)



Mr. Niranjn Hiranandani congratulating Ms. Vidya Balan, Film Actor, for receiving the Smita Patil Memorial Award for Best Actress (Global Awards 2010)

SCHOLARSHIPS

Priyadarshni Academy announces Scholarships for 2014. Forms and Criteria are available on website www.priyadarshniacademy.com. Most of the Scholarships are in the field of Medicine, Engineering, I.T., Management, Architecture, etc.

“NANIK RUPANI HANDS OVER CHARGE TO NIRANJAN HIRANANDANI”



– publication of ancient Indian books which contain wisdom in order to reach it to an international audience.

Mr. Nanik Rupani’s name is synonymous with Priyadarshni Academy. While a successful businessman, Nanik’s heart has always been in doing good for the downtrodden and the Priyadarshni Academy gave him the vehicle. He, along with a group of Sindhi visionaries, founded the Academy in 1985. While the group saw the need for an NGO such as Priyadarshni Academy to give a platform to emerging young talented artists to encourage them and blossom into professionals, the Academy took different paths before settling down to do what it has been doing famously for a number of years. Soon after it got established, helping deserving and needy students with educational scholarships became its priority. Over the years, hundreds of students benefited from the Academy’s scholarships program.

Mr. Nanik Rupani, Chairman Emeritus, Priyadarshni Academy and Mr. Niranjana Hiranandani, Chairman, in serious face to face conversation at a Priyadarshni Academy event. In the middle is Mr. R. K. Vishwanathan, the Advisor

It is not often that a person as active in mind and physique as Mr. Rupani is, steps down from the Chairmanship of an organization he helped found, nurture, and establish. Mr. Rupani has turned over his reins to hereto Vice-Chairman, Mr. Niranjana Hiranandani, in order to devote time to his passion

Mr. Rupani always holds this as his principal accomplishment although he has a huge array of other accomplishments to his credit.

When the Academy started its awards programs, one of the few NGOs to do so in yester years, Mr. Rupani often says



Mr. Niranjana Hiranandani lighting the lamp. Also seen in the picture are Shri Nitin Gadkari, BJP National President; Mr. Murli Adnani and Mr. Nanik Rupani (Bhajan Sandhya – October 2, 2011)



Dr. Shashi Tharoor, Former Under-Secretary-General of the United Nations, U.S.A. receiving the award for Outstanding Contribution to the field of International Diplomacy, from Dr. Michael Nobel. Dr. R. A. Mashelkar, Mr. Vilasrao Deshmukh, Mr. Nanik Rupani and Mr. Praful Patel are seen in picture. (Global Awards 2008)

people questioned him as to why anyone would take the trouble to come and receive the Academy's award. Over time, the Academy's awards program which was started in a simple way, has made giant leaps and is considered to be one of the finest awards programs in the country. Some call it Asia's Nobel prize. Apparently, there are not too many awards program of this stature anywhere in Asia. The awards program is known for its all-encompassing quality. Unlike several major awards programs in India which are focused on specific fields of human activity, Priyadarshni Academy's program cuts across all fields of human endeavor. It is also perhaps the most eagerly awaited program in the country. People throng the Regal Room at every awards program and many can be seen standing right through

the two-plus hour function avidly witnessing the proceedings. The date of the program – September 19 -- has changed only once over its long life. And, that was only because that day in 2012 happened to be Ganesh Chaturthi when everyone is overwhelmingly occupied welcoming the Lord and with pooja, at home or elsewhere.

Many political giants, industry magnates, the most famous cine stars, the greatest of film singers, and household names from a variety of fields have walked across Priyadarshni Academy's stage to address, move, or regale audiences over its history. And, Mr. Rupani has been singularly instrumental in bringing them in. He has seen them all.



Mr. Martin Luther King, III, President & CEO, King Center for Non-violent Social Change, Atlanta, Georgia, U.S.A., receiving Academy's first Ramakrishna Bajaj Memorial Global Award for Outstanding Contribution to the Promotion of Human Rights from Shri Ashok Chavan, Chief Minister, Maharashtra. Also seen in the picture are Mr. Niraj Bajaj, Mrs. Minal Bajaj and Mr. Nanik Rupani (Global Awards 2010)



Shri Nanik Rupani, Chairman, Priyadarshni Academy and Shri Dinesh Khanna, Executive Director, Eastern International Hotel Ltd., lighting the lamp. Chief Guest Shri Jayantrao Patil, Minister for Finance & Planning, Govt. of Maharashtra, Mrs. Cherie Blair, Shri Raj Loomba, Founder Chairman Trustee, The Loomba Trust, and Rt. Hon. Lord Dholakia OBE DL look on. (Dinner Meet on January 10, 2008)

But, his most coveted moment was when he addressed the Central Hall of Parliament when Priyadarshni Academy had the proud opportunity to present a portrait of Late Shri Rajiv Gandhi to Speaker Shri Shivraj Patil to permanently adorn the Central Hall. It is the rarest of honors and he is perhaps the only person to have spoken from that platform which is reserved exclusively for the President, the Prime Minister, the Speaker and visiting dignitaries.

Yet, Mr. Rupani crowns himself for being a humble, unassuming, and eminently accessible person.

Mr. Rupani is overwhelmed by the success of the book, 'Kautilya's Arthashastra: The Way of Financial Management and Economic Governance' which was published under his initiative, first under the auspices of the Indian Merchants' Chamber. A revised edition published in collaboration with Jaico Publishing House has met with resounding success. It has now been translated into the Dutch, Farzi, Marathi, Gujarati, and Telugu languages. More language versions are in the offing. The book is selling extraordinarily well and finding its reach in the international arena with its contents quoted by the highest of political leaders and economists. One profound thinker even said that if the world had followed Kautilya's teachings, the world economic crisis would not have happened. Inspired by the success of the book, Mr. Rupani wants to devote his time to bringing out similar publications under the Academy's auspices. His main objective: To spread ancient Indian wisdom to an international audience.

Mr. Rupani has vowed to continue to support Priyadarshni Academy, his first passion. He is a man who stands by his words. He will very much be seen at all Academy events. We wish him utmost success with his publications passion.



Ms. Preity Zinta, Film Actor, India, with the Smita Patil Memorial Award for Best Actress. Mr. Vilasrao Deshmukh, Chief Minister, Maharashtra, Mr. Prateek Babbar, son of Late Smt. Smita Patil Babbar and Mr. Nanik Rupani are seen in the picture.

**Decades of Trust,
now for the hygiene of your home...**

Finolex Plumbing & Sanitation Systems

PVC-U Plumbing System

- UV Stabilized, Lead free pipes.
- Solvent / cold welded homogeneous joints.
- Lower material & installation cost.
- Easy joining without laborious threading operation.



C-PVC Plumbing System

- Excellent resistance to hot water upto 82°C
- Corrosion and chemical resistant.
- Ease of handling
- Solvent cemented/cold welded joints, hence leakproof.



PVC-U Sanitation System

- UV Stabilized system.
- Choice of selfit & ringfit joining.
- Smooth internal surface - Prevents Clogging.
- EPDM rubber rings for longer life



Finolex

Finolex
Industries Limited

D-1/10, M.I.D.C. Chinchwad, Pune - 411 019, Maharashtra, India.
Tel. : +91-20-27408200, Fax : +91-20-27481000, 27489000
E-mail : pipes@finolexind.com Web site : www.finolex.com

