

## **“Daughters of Legacy”**

### **The latest book by Rinku Paul & Puja Singhal**

### **Gets launched at Starmark, South City**

**Narrates the fascinating stories of 12 enterprising business women of India who have gone beyond managing legacy businesses to scripting their own story of value creation**

**Features Priti Sureka of Emami Group as the only businesswoman from Kolkata**

Kolkata, 21<sup>st</sup> August, 2018: **“Daughters of Legacy”**, the latest work from the stable of the author duo **Rinku Paul** and **Puja Singhal** gets launched in Kolkata at the Starmark Store in South City, today. Attended by eminent faces from the city’s business world, the book was formally released by the **eminent author Mr. Mani Sankar Mukherji aka Sankar** in the presence of **Ms. Rinku Paul, the author of the book** and **Ms. Priti A. Sureka, Director, Emami Limited**, the sole protagonist from Kolkata to get featured in the book. The occasion was also graced by the presence of **Mr. RS Agarwal and Mr. RS Goenka**, Founders and Joint Chairman, Emami Group of Companies.

Apart from Ms. Sureka of Emami Group from Kolkata, the book also features 11 other daughters of legacy from the world of India Inc like Ashni Biyani (Future Group), Manasi Kirloskar (Kirloskar Systems Ltd), Meher Pudumjee (Thermax Global), Nadia Chauhan (Parle Agro), Tara Singh Vachani (Max India Ltd), and many more. Chosen from a wide cross section in terms of scale of business, roles and hierarchy, these women have proved in their respective roles that legacy is far more than mere inheritance and have gone on to carve a niche for themselves as individuals beyond their famous last names.

Speaking on the occasion of the launch, **Ms. Rinku Paul**, the author of the book said, “It has been awe-inspiring to learn how Priti battled her conservative background and emerged as a strong and successful business leader who is capable of taking forward her father’s mantle along with other members of the second generation, to the next level of success. Her grit, determination and confidence to break off the shackles of tradition that keep many women tied down, are indeed admirable. I feel privileged to feature her story amongst the twelve stories of women who are redefining India Inc, in the book”

**Ms. Priti A. Sureka**, the protagonist and Director of Emami Limited who has been featured in the book solely from the city exclaimed, “The subject on which Rinku and Puja has penned down this book is very significant for the society to be aware. Legacy bearers, irrespective of their gender, are perceived as being highly privileged and the result of nepotism. This perception is a challenge for all legacy bearers and things become all the more difficult in terms of professional acceptance if the bearer happens to be from the fairer sex. From my own personal experience, I can say that the eco system is not very encouraging for women entrepreneurs. I have faced resistance not only from my society and relatives

but also from other stakeholders in my professional space who tend not to take a woman’s capability with due respect and seriousness. It is through sheer power of self – belief that a woman can etch her own path to success.”

Titled as *“A Road Less Travelled”*, the chapter on Priti ends with a poignant letter from her father Mr. RS Agarwal, Founder and Joint Chairman, Emami Group of Companies chronicling her growing up years from a baby girl to a business achiever of today.

Rinku Paul, an internationally certified life coach and writer has co-founded a writing studio, The Muse, along with Puja Singhal, a HR specialist and a writer herself. Before penning *“Daughters of Legacy”*, Rinku and Puja have jointly co-authored two more titles *“Dare to Be: Fourteen Women Who Gave Wings to Their Dreams”* and *“Millionaire Housewives: From Homemakers to Wealth Creators”*

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### **About Emami Group**

**Emami Group**, is a diversified business conglomerate enjoying a market valuation of over Rs 60,000 cr. Generating employment for over 25,000 + employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship entity of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech** – 2<sup>nd</sup> largest edible oil refinery in India. It is also the only bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills** - India’s largest newsprint manufacturer with recent diversification in multi layered paperboard manufacturing; **Writing Instrument - CRI Ltd**, world’s 2nd largest ball point tip manufacturer; **Realty – Emami Infrastructure**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India’s largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India; **Contemporary Art - Emami Art**, one of the largest art galleries in India and **Cement – Emami Cement** – the Group has set up an integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha with a total production capacity of 8 million tons per annum. Manufactures cement under the popular brand name of Emami Double Bull Cement. Emami Group also has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit [www.emamigroup.com](http://www.emamigroup.com)

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