

• STAR AIR: TURNS 6, ELEVATING CONNECTIVITY

• GCL: ADVANCING INNOVATION & EARNING INDUSTRY RECOGNITION

• SGU: A NEW CHAPTER IN GLOBAL EDUCATION

• STAR LOCALMART: HITS CENTURY

• CELEBRATING 60 REMARKABLE YEARS OF OUR CHAIRMAN



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April 2025

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Dear Readers,

As we mark the successful years of Rising, it is a moment of reflection, pride, and gratitude. Rising, has now grown into a powerful medium that connects, informs, and inspires. Through Rising, we have chronicled our journey and celebrated achievements, innovations, and ideas that define Sanjay Ghodawat Group.

The motive behind this newsletter has always been clear to bring our community closer, showcase our collective achievements, and reinforce our commitment to excellence and growth. Over the past year, we have highlighted key developments across our diverse business verticals, shared inspiring stories of perseverance and success, and provided insights into the road ahead.

As we step into another year, our commitment remains unwavering—to evolve, engage, and inspire through every edition. I, extend my heartfelt gratitude to our dedicated team, loyal customers, and esteemed partners for being part of this remarkable journey.

Happy Reading!



“ The vehicle of success runs on four wheels- Hard Work, Smart Work, Dedication, and Determination. ”

**Sanjay Ghodawat**  
Founder & Chairman  
Sanjay Ghodawat Group

**Star Air** marked a remarkable six-year journey on January 25, 2025 with a grand celebration, reflecting on its achievements and reaffirming its commitment to making air travel more accessible and affordable.

To mark this achievement, Star Air hosted a grand celebration attended by over 250 distinguished guests, including eminent dignitaries, aviation partners, & employees. The event celebrated the airline's journey, its expansion plans, and its vision for the future, bringing together all those who gathered to honor this pivotal moment in the airline's legacy.

To share the joy with passengers, Star Air launched a special anniversary fare package. With plans to expand its fleet from 9 to 14 aircraft and operate over 100 flights across 24 destinations, Star Air continues to soar higher, ensuring 'Real India' stays connected to the skies.

“As we celebrate six years of connecting cities and people, we take great pride in making air travel accessible to regions that were once hard to reach. Our anniversary sale is a way of saying 'thank you' to our loyal customers as we continue to expand and redefine regional connectivity.”

**Capt. Simran Singh Tiwana**  
CEO - Star Air





**Ghodawat** Analytical & Research Center (GARC) has received NABL accreditation, reinforcing its position as a leader in analytical testing and quality assurance. This state-of-the-art facility operates with cutting-edge technology and adheres to FSSR (Food Safety and Standards Regulations) and Indian quality standards, ensuring unmatched precision, safety, and purity. By setting new benchmarks in testing, research, and technical innovation, this accreditation strengthens GARC's role in driving excellence and reliability across the industry, further elevating standards in food safety and quality assurance.



Coolberg is shaking things up with **"No Rules, Just Cool"**, a bold new campaign designed for Gen Z. More than just a drink, Coolberg is an attitude, a celebration of individuality, freedom, and self-expression. In a world full of unspoken rules, this campaign is an open call to break the mold, embrace quirks, & own your vibe unapologetically. Whether it's how you dress, what you do, or how you chill, Coolberg lets you be you with no rules attached.



The campaign will be launched soon across Snapchat, Social apps, and OTT platforms. The campaign speaks to the generation that refuses to conform. It celebrates those who live life on their terms, where fun has no restrictions, labels don't matter, and the only rule is – No Rules, Just Cool.



**SGU** announced Sanjay Ghodawat Global Education (SGGE), to bridge the gap between local aspirants and global opportunities. This initiative provides students from Kolhapur and nearby regions with seamless access to premier international universities. With comprehensive support services, SGGE would ensure that students can pursue higher education abroad without the challenges of relocating to distant cities for guidance.

For undergraduate and postgraduate programs, the initiative of SGGE will empower students access top universities across the UK, US, Canada, Australia, and Europe, ensuring smooth admissions and brighter academic futures. Through this initiative, Sanjay Ghodawat Group continues to shape futures, foster innovation, and create pathways for academic and professional success on a global scale.



Sanjay Ghodawat University hosted its 6<sup>th</sup> Convocation Ceremony, celebrating the achievements of its graduates in the esteemed presence of distinguished dignitaries. This momentous occasion marks the culmination of academic excellence, dedication, and perseverance.



The prestigious SGU Icon Awards 2025 honored distinguished individuals for their outstanding contributions to society, further celebrating a legacy of excellence. This year, the recipients included renowned marathi actor Makarand Anaspure, athlete Swapnil Kusale, eminent ENT surgeon Dr. Ashok Purohit, education expert Dr. Anil Patil, and Mahabal Group of Industries, all recognized for their remarkable impact in their respective fields.



**SGIS** continues to excel in empowering students to reach new heights of success. Our students have showcased exceptional talent on both national and international platforms, reinforcing SGIS's commitment to providing opportunities for holistic development.



Shlok Biyani qualified for the TCS iON IntelliGEM national grand finale, a competition that celebrates innovation and critical thinking. His accomplishment is a testament to the supportive learning environment SGIS fosters, where students are encouraged to pursue academic excellence and contribute meaningfully to the world around them.

Prachi Belagali, an IGCSE student at SGIS, secured a full scholarship at the prestigious 2025 AFS Global STEM Academy in Egypt, marking a significant achievement in the field of science and technology. Her dedication to excellence highlights the strength of our academic programs and the nurturing environment at SGIS.







**Star Localmart** is on the path to an incredible milestone of 3,000 stores across the country. Recently, we marked a major achievement with the launch of our 100<sup>th</sup> store in Hubballi, a defining moment in our mission to modernize retail across Bharat. By bridging the gap between traditional Kirana stores and modern supermarkets, we are bringing quality, affordability, and convenience closer to underserved communities, reshaping the way consumers shop.



Building on this expansion, we are also leading Bharat's new retail revolution with the launch of smart Vending Services. Introduced during the grand celebration of Chairman Sanjay Ghodawat's 60th birthday, these tech-driven vending machines provide round-the-clock access to essential products, catering to the fast-paced lifestyles of modern consumers. This initiative reflects our commitment to enhancing everyday convenience by offering a seamless shopping experience at the tap of a button.



# SGG: CELEBRATING 60 REMARKABLE YEARS OF OUR CHAIRMAN

**SGG** celebrated the 60<sup>th</sup> birthday of our visionary Founder and Chairman, Mr. Sanjay Ghodawat, with a grand celebration at Sanjay Ghodawat University, Kolhapur. The event was attended by our employees, distributors, family, and students. Bollywood Actor Ayushmann Khurrana, who was the Chief Guest of the event, brought incredible energy with his electrifying performance.

The day was filled with joy, nostalgia, and heartfelt moments. A special highlight was Neeta Ghodawat's soulful musical performance, capturing the essence of their journey together.



**Lighting of the Lamp**



From inspiring speeches to cherished memories, the celebration reflected the impact of a leader whose vision continues to drive growth and innovation.

**Cake cutting ceremony**





## THE TIMES OF INDIA

### Salloni Ghodawat on How Ghodawat Consumer Limited is Innovating Tradition and Shaping the Future of FMCG

TNN / TNN / Mar 1, 2025, 15:33 IST

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Since its launch in 2002, Ghodawat Consumer Limited has excelled in the FMCG sector with brands like 'Star,' 'TBH,' and 'Coolberg.' Reaching over 250,000 outlets in 120 Indian cities and exporting to 17 countries, GCL focuses on health-conscious products and sustainability. Upcoming launches include Kachhi Ghare M ...[Read More](#)



Since its inception in 2002, Ghodawat Consumer Limited (GCL), the FMCG arm of the Sanjay Ghodawat Group, has been a pioneer in the consumer goods sector. With a diverse product range under brands like 'Star,' 'TBH,' and 'Coolberg,' GCL caters to everyday consumer needs while embracing innovation and sustainability. From cooking essentials to premium snacks and beverages, their products reach over 250,000 outlets across 120 cities in India and are exported to 17 countries. With an ambitious goal of achieving a ₹5,000 crore topline in the next five years, GCL is investing heavily in brand-building efforts, including onboarding Bollywood actress Raveena Tandon for their 'Barso Ka Bharosa' edible oil campaign. In this interview, Salloni Ghodawat, Director and COO of GCL, discusses how the company is adapting to evolving consumer preferences, balancing tradition with modern convenience, and driving innovation across their product portfolio.



### 21 Gifts For Aquarius Zodiac Sign For All Their Eccentricities

#### On-The-Go Snacks: Because They Enjoy Some Quality Munching



TBH Crunchies Assorted  
Pack Of 6  
₹715

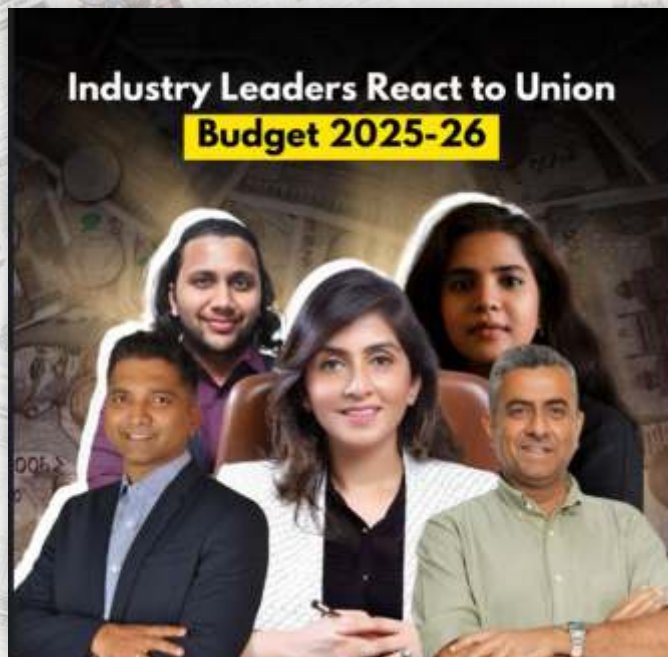
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## The Tribune

### A Star on the Rise! STAR Refined Oil wins 'Rising Star of India' Award

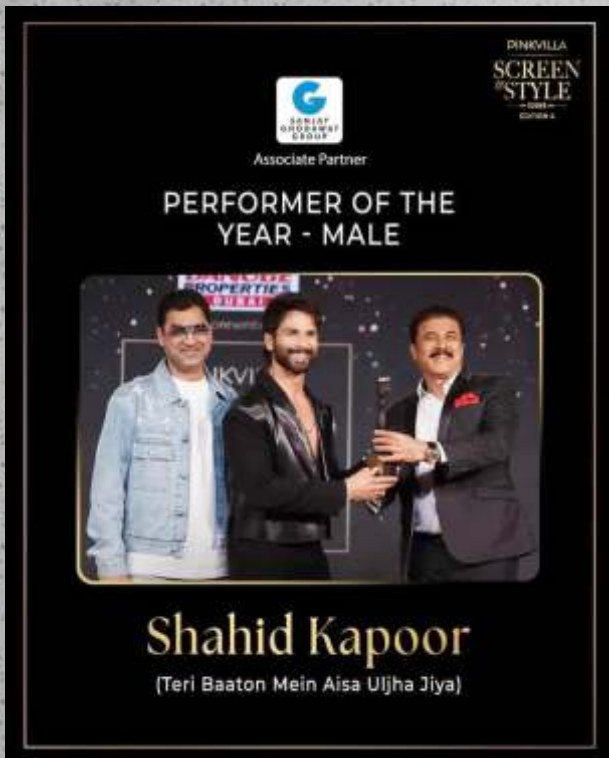
New Delhi [India], March 1: Ghodawat Consumer Limited (GCL), the FMCG arm of the Sanjay Ghodawat Group, continues to redefine excellence in the industry, with its flagship product, STAR Refined Oil, being awarded with the Rising Star of India Award at the prestigious Pride of India Awards and Leadership Summit 2024-25. The award ceremony was held in Goa. The Rising Star of India Award is a prestigious honor that recognizes noteworthy efforts and potential to drive positive change in society.

Aquarians are lovers of all flavours, because it's ps in one bag, like tbs, taro, and more! You y their side to share a



Reinforcing its commitment to education and community development, Ghodawat Consumer Limited (GCL), the FMCG arm of the Sanjay Ghodawat Group, has successfully revamped its educational infrastructure at Kumar Vidya Mandir. Headquartered in Rajkot, GCL is dedicated to providing quality education and skill development opportunities to the community. The revamp project includes modernizing the infrastructure, introducing digital learning tools, and offering vocational training programs to empower students and drive positive change in society.





**Sanjay Ghodawat felicitating Shahid Kapoor for the Performer of the Year at Pinkvilla Screen & Style Icons Awards 2025.**



**STAR Refined Oil, recognized as the Rising Star of India at the Pride of India Awards & Leadership Summit 2025.**



**Empowering Education: Ghodawat Consumer Limited 'Future First' Revamps Kumar Vidya Mandir.**



# EMPLOYEE CORNER



**Kiran ST**  
AGM-Airport Services &  
HEAD-IOCC, Star Air

## How has your journey with SGG been so far?

Being part of the airline's launch and leading key operations—from regulatory approvals to new station setups—has been both challenging and rewarding. Enhancing operational efficiency and stakeholder satisfaction has been a significant achievement, and I'm grateful for the leadership support and teamwork that continue to drive our success.

## How do you see the company evolving, and what role would you like to play in future?

With a new fleet and a focus on automation, AI, and predictive analytics, Star Air is set to enhance efficiency and elevate the passenger experience. As we expand, I look forward to driving initiatives that strengthen operations, service quality, and connectivity, keeping Star Air at the forefront of "Connecting Real India."

## What key advice would you offer to a new joiner?

The aviation industry is fast-paced and full of opportunities. Stay adaptable, keep learning, and build strong relationships. Challenges will come, but resilience and passion for excellence will set you apart.



**Priyanka Ardalkar**  
Sr. Executive CRM, GRPL

## How has your journey with SGG been so far?

My journey has been enriching, filled with responsibilities and challenges. SGG's dynamic work environment keeps me motivated, and the guidance from management has played a crucial role in my professional growth.

## How do you see the company evolving, and what role would you like to play in the future?

As the organization evolves, I aspire to take on challenging responsibilities, contribute innovative ideas, and support the growth of my team. My goal is to play a meaningful role in SGG's continued success and future milestones.

## What key advice would you offer to a new joiner?

Every challenge presents an opportunity for growth, so embrace new experiences with enthusiasm. Seek guidance when needed, collaborate with your team, and approach your role with dedication and a positive mindset.

## Celebrating the Unstoppable Women of SGG!

From precision and innovation in manufacturing to soaring new heights in aviation, driving customer excellence in retail, and ensuring seamless operations in housekeeping. Our women are the cornerstone of SGG's success!





# Celebrating Women's Day with Culinary Creativity

This Women's Day, GCL took the spirit of celebration with creativity and culinary excellence through a special recipe contest. The contest witnessed an overwhelming response, with two dishes standing out for their innovation, taste, and presentation- the Veg Galouti Kebabs by @ravita2020 and Birds Nest by @angloangel719.

## Birds Nest



### Ingredients:

- 5 potatoes
- ½ teaspoon chaat masala or 1 teaspoon lemon juice
- 1 teaspoon red chili powder
- 1 teaspoon salt
- ½ teaspoon black pepper
- 1 teaspoon ground coriander
- 1 teaspoon ground cumin
- ½ teaspoon ginger
- ½ teaspoon onion powder

- 1 tablespoon corn flour
- 1½ dl wheat flour
- 2 dl sev
- About 100 g paneer
- 1 pinch of salt
- 1 pinch of garam masala
- Fresh parsley or coriander

### Preparation:

1. Boil potatoes until soft, cool slightly, then mash.
2. Mix mashed potatoes with spices, ½ dl wheat flour, and salt.
3. In a bowl, mix 1 dl wheat flour, 1 tbsp corn flour, and 2.5 dl water into a loose batter.
4. Rub oil on your palms, shape 4 cm mashed potato balls, flatten slightly.
5. Coat each ball in the flour mix, then cover fully with sev. Repeat for all.
6. Crumble paneer, mix with salt & garam masala, to shape into small "eggs."
7. Fry potato nests until golden brown, drain on a paper towel.
8. Garnish with parsley/coriander and place 2-3 paneer "eggs" in the center.

## Veg Galouti Kebabs - Served with Mini Paranthas



### Ingredients:

- 1 ½ cup soaked, boiled, & mashed rajma
- ¼ cup crushed fried onions
- 1 tbsp melted butter
- 1 tsp ginger garlic paste
- 1 tsp chopped green chilies
- 2 tbsp roasted besan
- 1 tbsp chopped mint leaves

- 1 tsp chili powder
- 2 tbsp chopped coriander
- ½ tsp cumin seeds
- ½ tsp chaat masala
- ¼ tsp garam masala
- Salt to taste

### Preparation:

1. Take a portion of the mixture in your wet hand and shape it into flat kebabs.
2. Cook the kebabs on a medium flame, flipping both sides until golden brown. (Shallow fry for the perfect texture.)
3. Serve hot with mini paranthas, mint chutney, and pickled onions.

# Women Speak



**Bharati Rawade,**  
Asst. Manager – IT, GCL

## **How has SGG supported your growth and professional aspirations?**

SGG has offered valuable resources, guidance and created an environment where learning and growth are encouraged. My team members have played a crucial role in shaping my professional development, continuously inspiring me to enhance my skills and push my limits.

## **How do you balance work and personal life?**

Balancing work and personal life require conscious effort and effective time management. By maintaining a structured approach, I reduce stress and create space for both professional and personal fulfillment, making sure that neither feels like a burden.

## **What advice would you give to young women starting their careers in this industry?**

Confidence is the key to overcoming challenges. Set clear goals for your career, be adaptable, and continuously upskill yourself to stay ahead in the ever-evolving industry. Most importantly, never hesitate to seize opportunities and make your voice heard.

## **How has SGG supported your growth and professional aspirations?**

SGG has provided a strong foundation in ESG through mentorship, training, and hands-on experience. The structured guidance and support from my team have helped me adapt to new challenges and grow professionally.

## **How do you balance work and personal life?**

Balancing work and personal life are all about prioritization and time management. The work culture at SGG encourages productivity while also allowing personal well-being, making it easier to maintain a healthy balance.

## **What advice would you give to young women starting their careers in this industry?**

ESG is a rapidly growing field with immense potential, and persistence is key. My advice to young women entering this industry is to embrace every opportunity to learn, stay committed to their goals, and believe in their ability to make a meaningful impact.



**Pradnya Magdum,**  
ESG-Executive, GCL



**Without environmental sustainability,  
economic stability and social cohesion  
cannot be achieved.**



## **ENVIRONMENT**

- Hosted the Quality & Food Safety Awards in which Oil Division's environmental efforts was recognized with the Environment Champion award FY 2024-25.
- Conducted a survey on Rainwater harvesting at Rice and Beverage Division. This initiative directly relates to environmental sustainability through water conservation efforts, placing it under Environment.

## **SOCIAL**

- A blood donation drive was conducted on the occasion of our Chairman's 60<sup>th</sup> birthday at HO where all employees actively participated.
- Vidya Mandir Tamdalge celebrated Women's Day with an inspiring session by Dr. Meena Tiwade on mental and physical health, benefiting schoolgirls and village women.
- During National Safety Week (March 4-10), manufacturing divisions hosted CPR and fire safety demos, awareness banners, and a student-led street play on workplace safety.
- POSH training was conducted for the Oil Division.

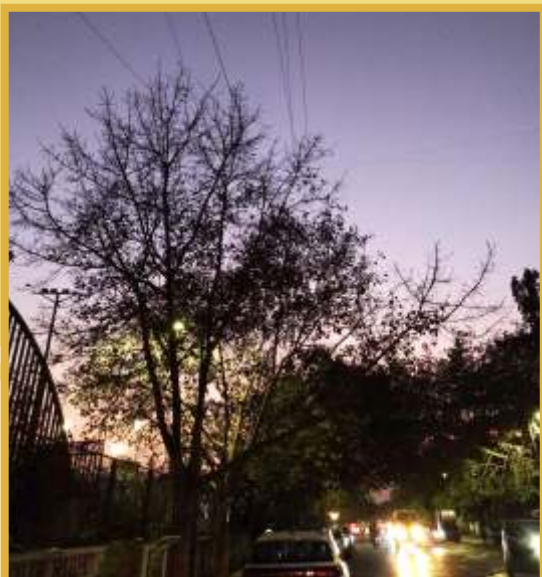
## **GOVERNANCE**

- A comprehensive training session was conducted at the Rice & Beverage Division. This session provided an in depth understanding of ESG principles, their practical application, and the long term benefits they bring to the company.

# CREATIVE CANVAS



Swaroop Patil, CTO - IT Department, GCL



Shrutika Desai, Executive - HR, GCL



Akshay Murtarkar, Sr. Manager - Trade MKTG, GCL



Vijay Manhas, Asst. Manager - Marketing, GCL



Abhijeet Rokade, Asst. Manager - Internal Audit & Accounts, GCL