



From the desk of Rajeev Surana

SCPL wishes all its clients, vendors, employees, advisors and well-wishers a happy festive season, including Raksha Bandhan and Janmashtami. We stand on the verge of completing the second financial quarter after dealing with a challenging phase due to GST implementation. A tighter and more comprehensive reporting and reviewing format are in place which are sure to become assessment and control mechanisms as well as aid in effective execution of our future strategies. Our trending innovation platform GOTL (<http://www.discovergotl.com/>) is live with real-life stories of marketable innovations such as suicide proof ceiling fan, waterless urinals and environment monitoring solutions, to mention a few.

This month we bring to you a snapshot of an innovative small enterprise sandwiched in South India, that carries the benefits of the White Revolution to the next generation using a tasty route hitherto untried. As the very first venture in Indi to include eggs as a staple ingredient in sweet-making, Syed Sweets blazes trail in manufacture, supply and distribution of egg sweets all over India. Recognized by various online and offline media, the enterprise is all set to make further inroads outside India as well.

Please share your comments and feedback on people@scinnovation.in

Bencil Writes August '17 edition

Ande-ki-Mittai: A revolution in sweets industry

India is a land known for sweets and festivities. Sweets are delicious mixtures of tasty ingredients, providing energy

**UPCOMING
EVENTS**

and vitality in the growing ages. The concept of including the nutritious and protein-rich eggs, as the principal ingredient in sweets was conceptualized by Syed Usman of Appampattu, TamilNadu, whose enterprise prides on sweet making since 1970. As traditional sweet makers, Syed joined the family heritage at a very young age and liked to experiment with new ideas. His innovation pursuit resulted in the birth of this infamous sweet in South India, served across thousands of households in parties, weddings and other occasions.

The egg-sweet is manufactured using an automated process that blends sweetened milk and ghee with eggs. To maintain that traditional tang, this sugary blend is baked using charcoal fire, as it thickens to form the soft, fluffy and multi-layered egg sweet, ande-ki-mittai.



Syed Usman, winning best Innovator Award from United Artiste Award Festivals.

"Quality is our toughest metric for evaluating brand performance and market receptivity. Our ingredients include farm-fresh country eggs and fresh milk, without chemicals and additives" remarks Syed Usman, who is delighted to launch the product online. Now, customers can order these delicious egg sweets over the internet and can pay using Payumoney or online transfer.

. INTERNATIONAL IP SKILLS SUMMIT (IIPSS) & STARTUP AND INVENTORS FEST (SIF) will be held from 7th to 8th September, 2017 in Karnataka, with participation from more than 400 dedicated IP practitioners, IP leaders, CIPOs and thought leaders.



Trivia / Think about it!

. Delhi school girl of Class XII has invented a magic fridge that needs no electricity to run and functions on the concept of innovative cooling. These cooling chambers made of bricks can hold up to 120 Kg of vegetables. Farmers and green grocers can benefit a lot from this innovation and reduce rotting and spoiling of fresh fruits and vegetables.

Currently, the enterprise functions in two locations in the Villupuram district. Aggressive digital strategies have helped the business grow manifold. The products are also sold via popular e-commerce platforms like India Mart. The sweet can be refrigerated and consumed up to one week from date of purchase. In the initial years, earning customer recognition in this new domain was a struggle. However due to unrelenting efforts of Syed and the mark of quality in the products resulted in effective market penetration.

Syed sweets has been covered in various regional dailies and television channels including Thanti TV, Sun News and News 18, to mention a few. Catering to bulk orders with on-time delivery has added up to customer satisfaction and goodwill. Online orders are shipped on time with automated tracking facility online as well as by SMS. Desirous of capturing all-India and overseas markets, Syed now eyes at powerful business development strategies as well as enhanced product portfolio by investing in research and development.



What's new at Scinnovation?

CEO Rajeev Surana caught up with Chennai and Delhi teams and engaged in strategic discussions with the team for Q3.

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