



***Innowin*—India’s first magazine dedicated to innovation launched by Marico Innovation Foundation**

- *Innowin will play the crucial role of a catalyst across business, social and public service sectors in the area of innovation -*

Mumbai, January, 2013: *Innowin*, a quarterly magazine committed to creating a culture of innovation in India, is the first-of-its-kind in this country. Promoted by Marico Innovation Foundation—India’s pre-eminent platform for innovation and entrepreneurship, and conceptualised and produced by Spenta Multimedia—India’s largest custom publisher, the magazine will be launched in the coming months.

Innowin is based on the belief that in today’s world, innovating is the only way to win. An action-oriented publication, it will establish innovation as a way of life that anyone can embrace, rather than a textbook concept confined to a few.

“Successful innovations and innovators should be highlighted through various media to enhance their reach. The idea to launch *Innowin* germinated from this need to continuously generate knowledge and create a regular channel to disseminate such information,” says Harsh Mariwala, Founder Member, Marico Innovation Foundation and Chairman and Managing Director, Marico Ltd.

“Innovation is a part of life, not just business, and *Innowin* will provide a platform to anyone interested in making a difference. In that, it has untapped potential. The magazine will fight misconceptions such as innovation being only for a privileged few or being limited to a lab setup, and it aims to eventually cultivate a culture of innovation in the country,” says Maneck Davar – Proprietor, Executive Editor, and Publisher, Spenta Multimedia.

Innowin’s content will include articles by successful innovators, thought leaders, policy makers and academicians from all over the world, with a focus on India. Contributors lined up for the first issue include Arun Maira (Member, Planning Commission), Anand Mahindra (Chairman, Mahindra Group), Ram Charan (noted management guru and consultant), Santosh Desai (MD, Futurebrands), Amitava Chattopadhyay (L’Oreal Chaired Professor of Marketing-Innovation and Creativity at INSEAD), et al. The magazine’s readership will cut across social and professional classes by reaching urban, business decision makers, policy makers, aspiring entrepreneurs and sociopreneurs, as well as researchers and students.

About Marico Innovation Foundation (MIF):

An important CSR initiative by Marico - the “Marico Innovation Foundation” (MIF) was founded in 2003 by Harsh Mariwala, Founder Member, Marico Innovation Foundation, and CMD, Marico Ltd with the objective to fuel Innovation in India.

Under the leadership of stalwarts like Dr. R A Mashelkar, the Foundation focuses on providing the country with a belief that Innovation is a crucial way to leapfrog into the center stage of global business leadership.



PRESS RELEASE

Over the last 9 years the Foundation has played a catalytic role: *through knowledge dissemination* with initiatives such as MIF's best selling publication, "**Making Breakthrough Innovation Happen**" which has sold over 50,000 copies; *through Innovation competency building* via the **Innovation Acceleration program** which provides a framework for organizations to achieve scale and thus increase their societal impact and *through its Innovation recognition platform - Innovation for India Awards*, the pre eminent innovation awards held biennially which recognizes innovations that have positively impacted our lives and have at their core a great idea coupled with a unique insight in the business, social and public service sectors.

The Marico Innovation Foundation is chaired by Dr R A Mashelkar National Research Professor, NCL and the other members include Anu Aga, Director, Thermax; Sam Balsara, Chairman & Managing Director, Madison World; Kishore Biyani, Founder and Group CEO, Future Group; Ashwin Dani, Vice Chairman & Managing Director, Asian Paints; Dr Naushad Forbes, Director, Forbes Marshall Pvt. Ltd; R Gopalakrishnan, Executive Director, Tata Sons; Ranjan Kapur, Country Manager - India, WPP; Prof Prasad Kaipa, Executive Director, ISB; K V Mariwala, Chairman, HPFL; Prof Sujata Ramdorai, Tata Institute of Fundamental Research; Dorab Sopariwala, Consultant & a leading Election Analyst and Ravi Venkatesan, Independent Director, Infosys, form the Council.

About Spenta Multimedia

Spenta Multimedia is India's leading custom publisher, equipped with fully integrated infrastructure, including a state-of-the-art printing press. Spenta's business lines include publishing custom and consumer magazines and coffee-table books, content generation and design, web design, event management, commercial printing, and digital publishing. Currently, Spenta's portfolio includes close to 40 custom and 6 consumer titles, 3 event properties, and a growing list of clients for web-based/enabled publishing solutions, content services, and book publishing.

Contact Details

Amitabh Vyas
Manager – CSR
Marico Innovation Foundation
2nd Floor, Rangsharda,
KC Marg, Bandra Reclamation,
Bandra (W),
Mumbai – 400 050.
Tel: +91-22-66480480/66480305
Email: innowin@maricoindia.net

Spenta Multimedia

Tanmoy Goswami
Senior Editor
Peninsula Spenta, Mathuradas Mill Compound,
NM Joshi Marg, Lower Parel,
Mumbai – 400 013.
Tel: +91-22-67341010/24811010
Email: innowin@spentamultimedia.com