



LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034.

“MARKET TO MAKE A MARK” – WEBINAR REPORT

8th April, 2021

No. of Participants Attended: **57**

Link of Participants Attendance:

https://docs.google.com/forms/d/1gzOW99j_ECphubjypfdW7SEPbpV4QNdmLpKmmPHOIQs/edit

Event Link:

<https://loyolachennai.webex.com/loyolachennai/j.php?MTID=m7460e6f3de051c0bb14909889dc1293c>

Video Link:

<https://drive.google.com/file/d/1yBQ04DhD98MqSnnYDWRDK5w9c-zk-ybX/view?usp=sharing>

About the Event:

The Loyola Institutions Innovation Council (LIIC) once again invited the Entrepreneurship development cell (Shift – II) of Loyola College to sensitise the students and to bring an understanding about the entrepreneurial aspects of a good start-up, organised a webinar on the topic “Market to Make a Mark” to highlight that marketing as an element of business is also essential for any start-up or business. The webinar based on the theme “Market to Make A Mark” was conducted via WebEx platform, having about 57 participants in total.

Mr Suresh Radhakrishnan, a serial entrepreneur had previously run varied nature of businesses in the hospitality and human resources sectors. He began his entrepreneurial journey after quitting a cushy IT job he had held for four years since 2006. Eventually, he



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decided the 9-6 daily grind was not meant for him. Instead, he wanted to do something exciting for the long run. Armed with these learnings, Suresh started ChaiKanth to be the source for high-quality, affordable chai that is brewed with a wide range of modern flavors under hygienic standards. As a relative pioneer of this idea in Chennai, Suresh set his eyes on the corporate offices in the bustling city where he set up a revenue-sharing model. From there he expanded his stores and began working on a corporate and retail model.

However, this model hit a few rough patches, including customer relations, payments issues, and delays. To overcome these challenges, Suresh switched to a fully retail business model, eventually becoming India's first 'live tea' brand that serves many varieties of India's favourite beverage. Chai Kanth's USP is that every cup of tea is prepared fresh, to order and right before the customer's eyes. The customer can choose from a variety of flavours, sweeteners, and herbs to enrich their chai experience. After a few years as the sole chai alchemist at Chai Kanth, Suresh decided to join hands with fellow-entrepreneur Shankar Subramanian, the founder of Madras Biriyanis, to expand operations. Brewing a global future for Chai Kanth. Innovation is at the vanguard of the Chai Kanth story.

Mr Suresh Radhakrishnan gave a brief about his experiences with startup experience. He highlighted that one should have crazy ideas that make the idea always powerful and pronounced a word "Ekiguy – the purpose of existence". He shared how he twice got bankrupt and still he did not lose faith in starting his own business. Suresh Radhakrishnan shared all his struggles with the club members and the participants were listening keenly. The chief guest Motivated the students by his story.

He insisted that entrepreneurs should have dedicated in their business so as an employee is inclined towards his employer. He also quoted that in any business, there should be something new – which called for innovation in every thing you do and every business you undertake to do and it has to be scalable. He proclaimed that money is the last



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problem to be solved in a business and said that if anyone has a fantastic idea and a strong executional capability – money will follow the idea. He quoted that you should have a “Burning desire to make things Big”.

There was a long question and answer session going on in which all the students participated enthusiastically and the chief guest went on to clear all the doubts and it was clear that the participants had all their doubts cleared by Mr Suresh Radhakrishnan. The session ended with the vote of thanks presented by Hazik to everyone present in the session.

Looking ahead, Mr Suresh is looking to create 1,00,000 jobs in the next ten years. The plans are already in place and he is confident he would reach his goal, although, in the long run, he dreams of making Chai Kanth a global tea brand. After all, a ‘Kanth’ is always a ‘star,’ he says.

Dr S. Prasanna Kumar
Convener, LIIC



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INVITATION

**LOYOLA COLLEGE
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EDC

LIIC

**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

**ENTREPRENEURSHIP DEVELOPMENT CELL (SHIFT - II)
&
LOYOLA INSTITUTIONS INNOVATION COUNCIL**

JOINTLY ORGANISES WEBINAR ON

MARKET TO MAKE A MARK

WE ARE DELIGHTED TO WELCOME

**MR. SURESH RADHAKRISHNAN
FOUNDER & CHIEF TEA OFFICER
CHAI KANTH**

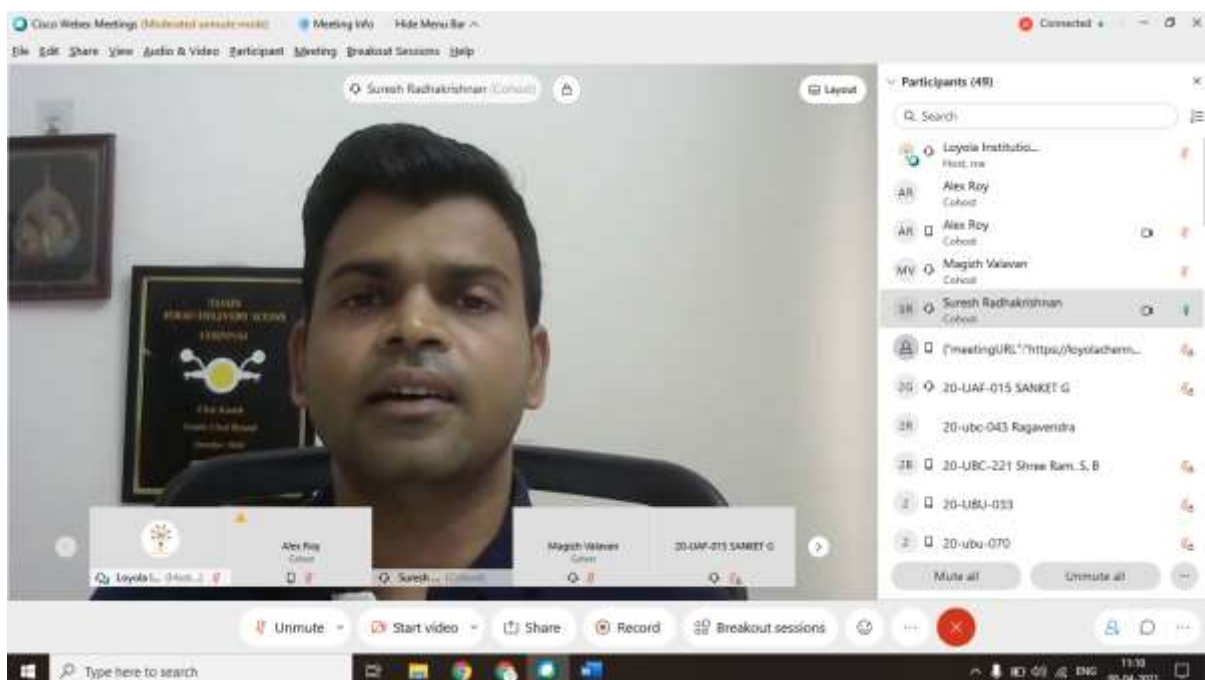
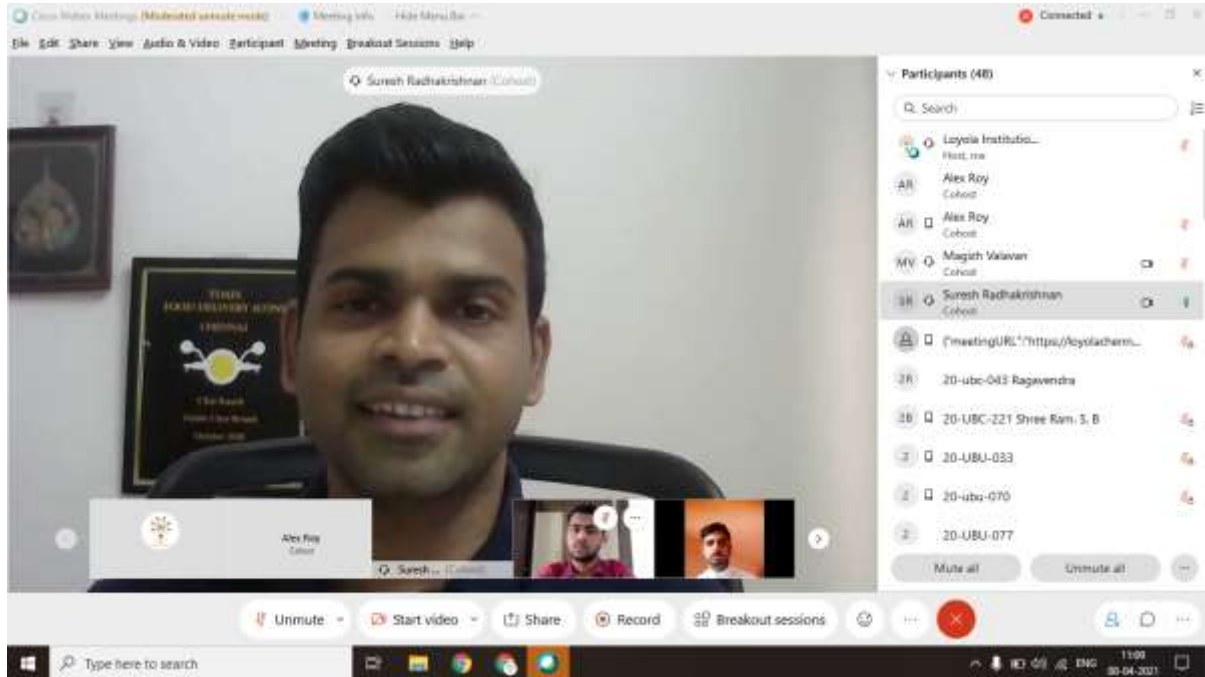
**ON 8 APRIL 2021
11.00AM | WEBEX**



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SCREENSHOTS OF THE WEBINAR





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