

INDIA'S **100** RICHEST

PRICE ₹ 300
DECEMBER 23, 2022

INDIA Forbes

BOOMING BUSINESS

Nearly three decades
after founding explosives
maker Solar Industries,
Satyanarayan Nuwal
debuts in style on the
India Rich List

RANK: 72
NET WORTH: \$3 billion

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Mr. Jayesh Desai
(Chairman of the group)

Surat is known for many things. From being recognized as 'The Diamond Capital' to 'The Silk City' as well as being the front-runner in the world's fastest growing city race, it has been developing at an unprecedented scale. Thanks to the administration and not to mention the extraordinary business leaders of the city who have accelerated the potentials of Surat beyond imagination. Among such notable honchos, the one name reverberates with success, called 'Jayesh Desai'. The man who owns a Ferrari Modena 360 from God of Cricket Sachin Tendulkar! The man who has transformed the skyline with his realty par excellence and the man who is challenging international chocolate brands with his Swiss-standard chocolate brand Schmittchen. Yes! Mr. Desai, neither found any Genie nor did he ever see a real silver spoon during his struggling days. Truly, such a gem of an entrepreneur Mr. Desai is!

Born in a small village of Parvadi situated in Bhavnagar, Gujarat, Mr. Desai used to hail from a lower-middle family background and his family struggled a lot to make ends meet.

Truthfulness, honesty and values, 'Rajhans Group has been growing over the years bigger and better.'

From selling potatoes after his school to helping his father in a family-run makeshift general store, today he is known as the renowned entrepreneur who has achieved tremendous success in his Thirties! In 20 years, he has set up a staggering 5000cr business house 'Rajhans Empire' which houses about 5500 employees directly & indirectly. However he doesn't like to call them 'employees' as he believes that he is fortunate to have such a big family. As he considers them no less than 'family', he doesn't leave any stone unturned in taking care of them in his best capacity. In fact, with his heart and soul, he is trying his best to make a difference thereby conducting trainings sessions both at national and international level on various aspects so that his team can keep abreast of new changes and innovations in the world.

He proudly says that his employees-cum-family works in one of Gujarat's top 5 headquarters, i.e 'Rajhans Empire. Sprawling across 1.25 lakh sq.ft., a high-end 7-storey 'Rajhans Empire' is equipped with state-of-the-art facilities like Game Zone, Gym, Karaoke Room, Cafeteria, Yoga & Dance room, Auditorium, Toddler's Room, Pet room, resting Room, Grooming Rooms, dedicated dining facilities and immense parking etc. At Rajhans Empire, each space is designed to stir up creativity while encouraging social interaction. Chairman Mr. Jayesh Desai thinks about the well-being of his employees and that's why he has built each inch of Rajhans Empire with heart and soul. Believe it or not, 'Rajhans Empire' is the next big thing in the corporate edifice. Having been impressed by the dedication of his team, he has given away 100 cars -Nissan i.e. Kicks and Magnite including MG Hector's top models to the few. "I'm working out to give 150 more cars in coming year on performance basis to my people as

they have always stood beside Rajhans," he added.

As it is said, 'Rome was not built in a day,' it took Mr. Desai through all highs and lows of life, abundant struggles, recurring challenges and a lot more to be what he is today- 'The Skyline Rockstar' in his own right! Yes! He has so far successfully delivered about 30 million sq.ft of construction ranging from residential, commercial, industrial, leisure and logistics categories across Gujarat and Maharashtra. Rajhans Realty has bagged many awards by various industry bodies such as CREDAI and Brands Academy to name a few.

Synonymous with innovation, luxury and premiumness, Rajhans Realty is built on the solid pillars of excellence and trust. Currently, the realty wing has over 1.2 million sq.ft of construction on floor. Add to more, Mr. Desai is excited to soon launch India's biggest royal weekend villas in 2 million sq.ft encompassing the scenic vicinity of Lonavala and planning for another 1 million of sq.ft. in coming months across categories.

Back in the year 2000, he created a massive buzz when he introduced the first ever ultra-modern multiplex in the Diamond City. Ever since then, he is known as the first man to bring multiplex in the city & the state and still he is not stopping to marking new era in the field of entertainment across India. Today, Rajhans Cinemas has 120 screens in a total of 30 multiplexes that are equipped with hi-tech 3D, most advanced 2K projection with dolby atmos surround sound and high-quality large screens. All the multiplexes also boast spectacular ambience and not to mention dedicated Snacks Stations only to provide first-class moviegoing experience. Being one of India's leading cinema chains, the entertainment wing of the



Group is all set to open more luxurious cinemas in Noida, Chandigarh, Mumbai, Dehradun, Ahmedabad, Hyderabad and Surat, among others. Mr Desai is eyeing bright expansion of his cinema chain as he is planning to open new 140 screens in 35 multiplexes by 2023 end. "I want my cinema chain to be a class apart so much so that I aspire movies to be synonymous with Rajhans Cinemas," he added.

The one who has dreams never settles for less. And Mr. Desai is one such aspirant in the confectionery industry as very few have endeavoured in this segment in India. With a commitment to spread the magic of luxury chocolate, Mr. Desai has established a luxury chocolate brand, 'Schmittten' across a whopping 2.5 lakh sq. ft in Surat making it India's third largest chocolate factory which is no. 1 in technology, fully automated and most hygienic. With all the best-in class facilities, quality control units and expert chocolate-makers, Schmittten imports finest raw materials from Switzerland. The expert chocolatiers at Schmittten make each chocolate using European technology with a range of machinery sourced from the UK, Denmark, Germany, Belgium and Switzerland. Brand Schmittten and its sub-brand Hoppits are perfectly moulded into heavenly indulgence while wrapping the chocoholics in a taste of luxury like never before.

Infused with the 'luxury' in its purest form, Schmittten Chocolates have gone beyond to create a sensorial delight. We call it a 'Five Sense Secret' that makes one rejoice in all five senses to the fullest! International icon and sexiest actress Priyanka

Chopra was the face of Schmittten Luxury Chocolates and the young & stunning actor Sidharth Malhotra was the brand ambassador of Hoppits and as Mr. Desai confides he is set to rope in the most famous actor and actress as the new brand ambassadors for the chocolate brands very soon.

It is a proud moment for Schmittten luxury chocolates to have been the chosen product in various leading airlines' meal tray like Air India, Spice Jet, Vistara etc. Being the most premium and India's expensive chocolate brand, Schmittten luxury chocolates have also made their ways into premium malls and the mini bars of top 5-star hotels. Besides, Schmittten is also available at many Airports & at Metros of Bangalore, Mumbai, and Hyderabad.

From International level packaging to unrivalled luxury taste, brand Schmittten has carved out a niche for itself in the luxury chocolate category in India.

Moreover, Schmittten proudly becomes India's only leading chocolate brand to have penetrated the highway outlet market. It has so far opened about 75 chocolate outlets across various highways in India and following immense success, it is all set to open 100 more outlets by mid-2023.

Encouraged by the philosophy of 'Atithi Devo Bhava', Mr. Desai has a notable share in the hospitality industry too. He operates as many as 10 premium restaurants called, 'Enjoy Restaurant' in most happening addresses. His hospitality segment is very much loved by hundreds of

thousands of people and the food is really appreciated in plenty. As a result of such a huge demand, he is planning to start 30 new 'Enjoy Restaurant' in the coming 1 year. This very feat in the restaurant category has encouraged him to foresee excellent scope in the hotel industry and this is the reason he is all set to open 5-star hotels in Shirdi, Vaishno Devi and Tirupati in next 2.5 years.

Apart from being a leading business leader, he is also a philanthropist who is actively engaged in many welfare activities. 'Spreading Wings of Happiness' being the Group's motto, Mr. Desai believes in spreading happiness by his good deeds which he keeps out of other's sight as he believes good deeds must not be shown, they just need to be done! His core values of trust, integrity, quality and commitment have well been reflected in his endeavours.

When asked about his future plans, Mr. Desai confidently said, "I want my organization to be in the top 10 companies of India. In fact, I am aspiring to build a 10 lakh sq. ft. new age corporate campus complete with luxury abodes for my people. I wish my people will one day bag world-class packages here in Rajhans (Desai-Jain) Group, and I am very serious about it. Days are not far behind when my people will come to work behind the wheels of luxury cars such as BMW or Mercedes."

With truthfulness, honesty and values, 'Rajhans (Desai-Jain) Group has been growing over the years bigger and better. A one-in-a-million leader, Mr. Desai is relentless and he is about to set his foot in the elite league of business leaders, in time to come.

