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RAF Police Officer
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RAF Regiment Gunner
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MEDICAL SERVICES

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Medical Support Officer – Physiotherapist
Medical Support Officer – Pharmacy*
Dental Officer
Registered Nurse (Adult)
Registered Nurse (Mental Health)
Student Nurse
RAF Medic
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Radiographer
Biomedical Scientist
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Dental Nurse

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Chaplain

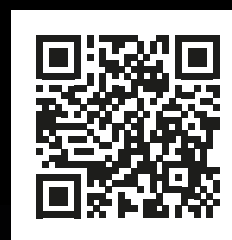
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Programme

- 06:00pm Drinks reception
- 07:15pm Guests seated
~ Welcome by L George, Commercial Director, EPG
~ Comperes Nitin Ganatra OBE and Ainy Jaffri Rahman join the stage
~ Entertainment: Bowjangles
- 07:45pm Award ceremony begins
The judging process: Farzana Baduel
Award 1 Achievement in Community Service
Award 2 Achievement in Media
Award 3 Achievement in Art & Culture
Award 4 Sports Personality of the Year
Award 5 Uniformed & Civil Services
Award 6 Professional of the Year
- 08:05pm Entertainment: Klodi Dabkiewicz
- 08:15pm Charity auction: One Kind Act
~ Introduction to One Kind Act and their Bright Start Programme by charity Founder and Ambassador, Alisha Malhotra
~ One Kind Act Video
~ Auction by Lord Jeffery Archer
- 09:00pm Dinner
- 10:00pm Award ceremony continues
Entertainment: Stand-up comedian Tez Ilyas
Acknowledgments by Pratik Dattani, Managing Director, EPG
Award 7 Special Award for Contribution to Music
Award 8 Woman of the Year
Award 9 Entrepreneur of the Year
Award 10 Business Person of the year
Award 11 Lifetime Achievement Award
- 11:00pm End of programme
After-party starts
- 01:00am Carriages



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Message from the Prime Minister



It is an honour to be able to offer my warm congratulations to all of those nominated in this year's Asian Achievers Awards.

We should all feel that we play a part in the diversity that makes this country extraordinary. With the huge honour of being the first British Asian Prime Minister and supported by a number of inspirational colleagues of Asian heritage, it is my hope that this Government can be a leading example for young British Asian people across the country, of what they can achieve.

The Asian Achievers Awards provide a great opportunity for us to recognise the outstanding accomplishments of British Asians in the UK. It is good to celebrate the positive impact and contribution all the nominees have made in creating a more modern, dynamic and globally-facing economy in the UK.

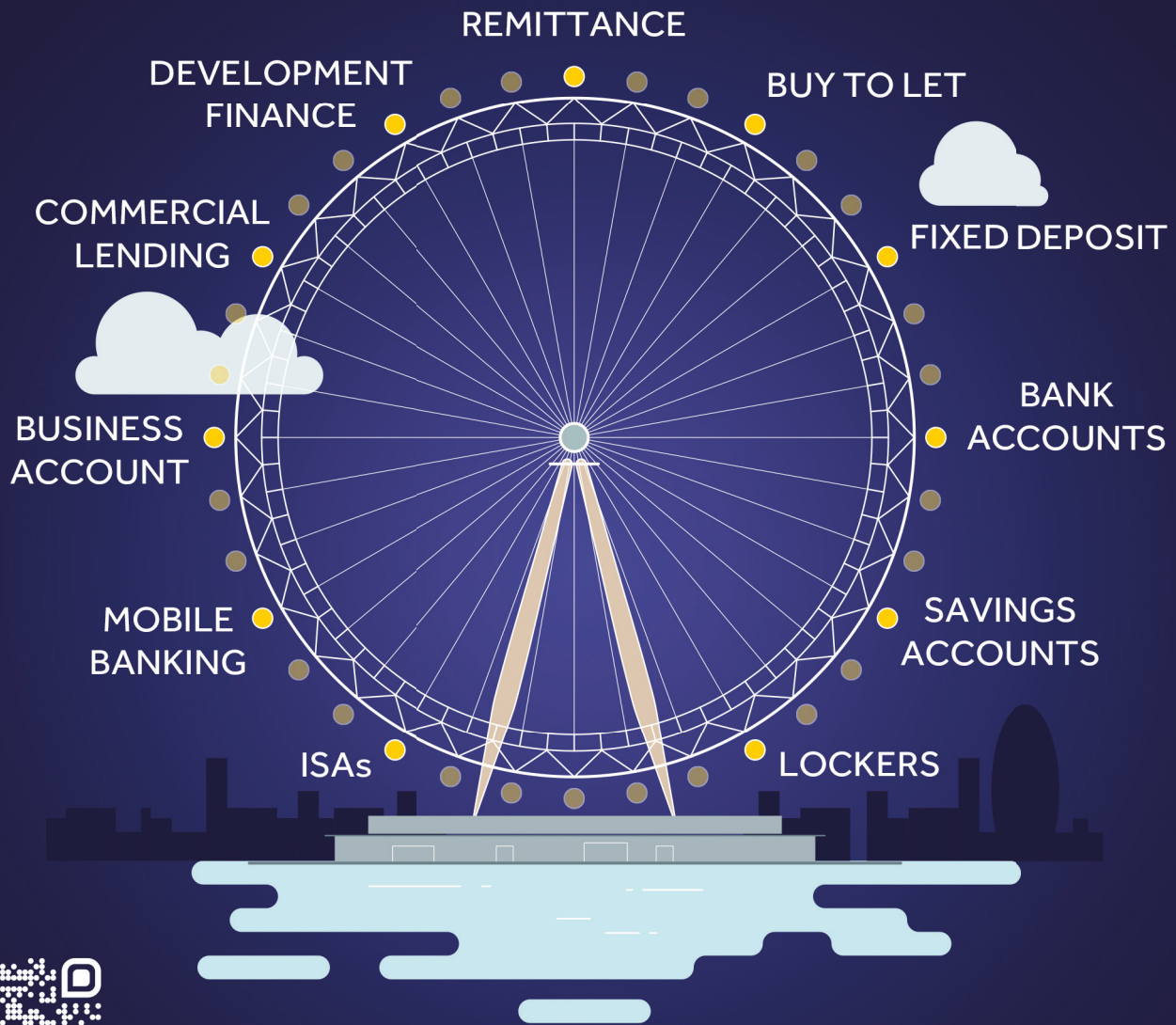
I wish you a very successful and enjoyable evening.

A handwritten signature in blue ink, which appears to read 'Rishi Sunak'. The signature is fluid and stylized.

Rt Hon Rishi Sunak MP
Prime Minister, United Kingdom



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Foreword



The last year was a watershed for South Asians in the UK.

Southampton-born, East African, Hindu, grandfather from Gujranwala and grandmother from across the border in Ludhiana, Indian Punjabi and British, married to someone who grew up in a suburb of Bangalore. That's Rishi Sunak, who has become Prime Minister since the last Asian Achievers Awards. His background reflects the diversity of paths leaders from across politics, business, sports, media and elsewhere have followed to reach the top of the food chain in modern, open, liberal Britain.

It's not just him – leaders of the main political parties in Scotland, the Irish Taoiseach, the Mayor of London.

Rewind to the famous Kulvinder Ghir sketch from Goodness Gracious Me: “Everything comes from India.” The sketch was a satirical take-down of patriotic unclejis but even Kulvinder would admit today, it's been freakishly prescient.

But how South Asians have made this contribution is important: we've integrated, we've added to the social and cultural fabric of the country, and by doing so, we've enriched our surroundings in more ways than one.

When the Asian Achievers Awards started 21 years ago, thanks to the vision and foresight shown by CB Patel, the context in which they operated was different. Today's Awards are about celebrating not just the phenomenal Shortlist and Winners on stage, but acknowledging earlier generations too.

I see the next 21 years bringing even more success for the South Asian diaspora. Sir Isaac Newton said, if I have seen further, it is by standing on the shoulders of giants. Those that have gone before us have helped us make the progress we take for granted today. And so, let's identify the next generation of winners. Let's put our community even more on the map.

Pratik Dattani
Managing Director, EPG



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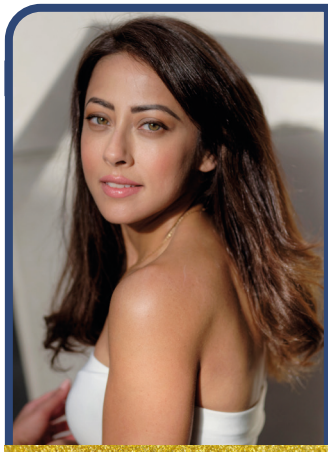
Compere Profiles



Nitin Ganatra OBE

Nitin is a Kenyan-born British actor best known for portraying Masood Ahmed in the BBC soap EastEnders. He was Prince Pondicherry in the Tim Burton film Charlie and the Chocolate Factory, also appearing in Bride and Prejudice, The Mistress of Spices and Mumbai Calling. He was appeared in the first ever iPod commercial.

His other credits also include The Catherine Tate Show, Philip Pullman's The Shadow in the North and the CBBC Gina's Laughing Gear. Nitin won Best Onscreen Partnership with Nina Wadia at the British Soap Awards in 2009 and was later nominated for Best Actor at the British Soap Awards in 2010.



Ainy Jaffri Rahman

Ainy is a London-based actress of Pakistani origin. She was the voice of the title character in the Emmy-nominated animation Burka Avenger, which focused on topics like girls' education in Pakistan and abroad, equality and discrimination. She played the lead in the romantic comedy Balu Mahi, next appearing in Bollywood feature film Coke and Pakistani miniseries Mandi.

She has been a brand ambassador for Garnier, Emirates and Colgate amongst other brands and enjoys a loyal following on Instagram. Ainy is an avid supporter of The Citizens Foundation (TCF), a UK registered charity that supports the education of underprivileged children in Pakistan. TCF runs "perhaps the largest network of independently run schools in the world" (The Economist). With an all-female faculty, TCF is also the largest private employer of women in Pakistan.

Panel of Esteemed Judges



Shamil Thakrar

Co-founder, Dishoom

Shamil co-founded Dishoom in 2010, which now has 9 restaurants, 12 delivery kitchens and employs over 1700 people. Before 2010, he had, amongst other things, been a management consultant for five years and worked in the food industry for eight years. Shamil and the Dishoom team care enormously about creating beautiful and democratic shared spaces which pay homage to the old Irani cafés of Bombay. They also care deeply about creating a company which is an awesome place to work. Dishoom was ranked #4 in the '100 Best UK Companies To Work For' list in 2021 and awarded the Best Company Award at the Retailers' Retailer of the Year 2022. Shamil and fellow co-founder Kavi were recognised as Trailblazers of the Year in the 2019 Casual Dining awards and as Restaurateurs of the Year in the 2018 Catey Awards.

Farzana Baduel

CEO and co-founder, Curzon PR

Established in 2009, Curzon works across corporate, culture and charities. Whilst headquartered in London, the firm has a global reach. Farzana is the Resident Public Relations expert for the University of Oxford's entrepreneurship centre at Said Business School. She is a Chartered PR practitioner with the CIPR and a Fellow of the CIM. She is a trustee and serves on the board of the British Asian Trust, founded by King Charles III to tackle poverty in South Asia. Farzana donates her time and expertise to several not-for-profit organisations and audiences on a voluntary basis. She believes in the power of storytelling for good and as a communication bridge to connect worlds.



Mike Reed

Chair, Police Federation, City of London

Mike Reed is a police officer with over 30 years' service and is currently in his third term as Chair of the Police Federation for the City of London Police, and the National Lead Force for Cyber and Economic crime. His extensive experience varies from large scale public disorder policing, proactive investigations and firearms to leading a team of expert officers to present cyber training in India to university academics and law enforcement agencies. He has also played key roles in the aftermath of major terrorist attacks within London, from immediate deployment through to the coronial process.

Panel of Esteemed Judges

Mohammed Amin MBE

Chairman and Trustee, The National Muslim War Memorial Trust

Mohammed was born in Pakistan but has lived in the UK since 1952. Despite growing up with poor and illiterate parents, he graduated in Mathematics from Cambridge University and qualified as a Chartered Accountant and Chartered Tax Adviser. In 1990 he was the first UK Muslim to be admitted as a partner in Price Waterhouse. In his retirement since 2009 he has been Co-Chair of the Muslim Jewish Forum of Greater Manchester, Chairman of the Council of the Islam & Liberty Network, and Chairman and Trustee of the National Muslim War Memorial Trust. From 2014 to 2019 he was Chairman of the Conservative Muslim Forum but is now an active Liberal Democrat. In 2016 he was awarded an MBE for his services to community cohesion and interfaith relations in Greater Manchester.



Azeem Rafiq

Former England cricketer

Offspinner who moved to England from Pakistan in 2001, played for England Under-15 and Under-17 sides, the latter as captain, as well as rising through the age groups at Yorkshire. However, the most significant honours came his way during the 2012 when he was named Yorkshire captain in the Friends Life t20, the first cricketer of Asian origin to take the role and led Yorkshire to five wins from his six matches at the helm.

Shatish Dasani

Chair, Unicef UK

Shatish is also a Non-Executive Director and Audit Committee Chair at four leading public companies, Genuit Group plc, SIG plc, Renew Holdings plc and Speedy Hire plc. A strategic and commercially-focused business leader and NED, Shatish has a proven track record of driving shareholder value. He has strong international experience across a number of sectors including industrial, business services, advanced electronics, building materials and infrastructure. Shatish has also been a NED at Camelot Group plc and a Public Member at Network Rail. Shatish was CFO at Forterra, joining the business while under private equity ownership and successfully taking it through an IPO. The Group's market capitalisation increased from £360m to £690m leading to its entry into the FTSE250. From 2008 to 2014 Shatish was CFO at TT Electronics plc.



Perfomers' Profiles



Tez Ilyas

Tez is one of the most celebrated stars in British comedy.

In 2015 he achieved phenomenal success with his debut stand-up hour TEZ Talks. A sell-out run at the Soho Theatre and his own Radio 4 series based on the show followed, with a second series quickly being recommissioned. In 2016 his highly anticipated follow-up show Made in Britain went on to sell out every single performance (including extra shows) at the Edinburgh Fringe and gained spectacular critical acclaim, with a smash hit nationwide tour in 2017. His third show Teztify once again delivered a spectacularly powerful, provocative and brilliantly funny hour of topical stand-up, delivered to packed-out audiences' night after night.

Tez has appeared on Live at The Apollo (BBC Two), The Last Leg (C4), Mock the Week (BBC Two), Live From the BBC (BBC Two), The Chris Ramsey Show (Comedy Central), Man Like Mobeen (BBC Three), Live from the Comedy Store (Comedy Central), Kevin Hart's Live from Montreal (LOL Network), Virtually Famous (E4), The Now Show (BBC Radio 4), Roast Battle (Comedy Central), The Rob Rinder Verdict (C4) and The Great British Bake Off: An Extra Slice (C4), Celebrity Supply Teacher (CBBC). Tez's Channel 4 comedy Blap Bounty is the most watched show in the strand's 10-year history. In 2019 he fronted his own Channel 4 satirical sketch series The Tez O'Clock Show to huge critical acclaim.

In 2020, Tez released his first stand-up comedy special, Teztify, recorded live at the Southbank Centre, playing out exclusively on Youtube. In 2021, Tez Ilyas will embark on his brand new nationwide tour show, Populist.



Bowjangles

Bowjangles is a string quartet, but it's much more than that. It is also physical theatre and exuberant storytelling with a lot of comedy. They were never satisfied sitting still and playing their instruments, so over the years they added more and more dimensions to their performances, and now they create our own theatre shows where they provide their own musical score.

Bowjangles have been together for 15 years and travel the world performing in theatres and halls from concert halls across Asia to village halls in rural UK, arts festivals and street festivals, in schools, hospitals and the occasional prison.

Performers' Profiles



Klodi Dabkiewicz

Hailing from championship gymnastic backgrounds, this alluring pair unites for what makes the perfect partnership. The fiery former rhythmic gymnast Klodi Dabkiewicz flaunts mind-bending flexibility with her partner, who shows sublime strength and agility.

Together they share beautiful grace, outstanding balance, and sumptuous sensuality in their seductive and passionate hand to hand performance.



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Finalists: Art & Culture

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Archana Kumar

Archana is a producer, director, script writer, choreographer and mentor. She is CEO of British Asian Theatre Production; theatre show Mrs Kapoor's Daughter's Wedding and the AK Bollywood Dance school. She has led four UK Tours with 83 Sold out shows and over 86,000 attendees. She has made a significant impact on the British Asian Gujarati theatre production and has over eleven years of experience with teaching, choreographing and producing events.



Jasdeep Singh Degun

Jasdeep, a virtuoso sitarist and composer, skilfully merges Indian classical and contemporary music, transcending cultural confines with his exceptional artistry. He unveiled his debut album Anomaly last year, under Real World Records. Jasdeep's cross-cultural production Orpheus earned secured him the 2022 Critics' Circle Music Award. He is also the first Indian classical musician to be artist-in-residence at Opera North.



Pratibha Parmar

Pratibha, a British writer and filmmaker, has directed and produced over 16 documentaries centred on and around feminist and social issues. Her notable works include documentaries Alice Walker: Beauty in Truth and My Name is Andrea. She earned the Visionary Award by the One in Ten Film Festival and the Lifetime Achievement Award from the Frameline Film Festival.



Shubham Saraf

British actor Shubham is known for his stage work, earning an Evening Standard Theatre Award nomination. Shubham is known for his roles in various television series and films, including the Netflix crime anthology, Criminal: UK the BBC One drama A Suitable Boy and the Apple TV+ series Shantaram.

Finalists: Business Person of the Year

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Dr Dharminder Nagar

Dharminder is a healthcare entrepreneur and physician, who is Managing Director of Paras Health, a hospital chain with seven hospitals across north India. He aims to double bed capacity across Paras Health over the next two years and is also committed to expanding its reach into rural areas and providing healthcare to disadvantaged communities, including in Kashmir and Bihar.



Dr Harren Jhoti FRS OBE

Harren is the co-founder and CEO of Astex Pharmaceuticals, a biotechnology company based in Cambridge. He co-founded Astex in 1999 and has been instrumental in pioneering fragment-based drug discovery, a groundbreaking approach widely used in the pharma industry. His leadership has led Astex to focus on the discovery and development of novel small molecule therapeutics for oncology and diseases of the central nervous system. He was awarded an OBE for his services to cancer research and drug discovery.



Nisha Katona MBE

Nisha is a British chef, TV presenter and founder of Mowgli Street Food restaurants. She had a 20-year career as a child protection barrister before pursuing her passion for food. Mowgli started in 2017 with two sites in Liverpool and one in Manchester. Since then, it has grown to a network of 15 sites across the country and created 500 jobs; recently onboarding a new private equity investor, TriSpin. Nisha was awarded an MBE for her contributions to the culinary industry.



Zeeshaan Shah

Zeeshaan is the Chairman and Founder of the One Group, a diversified global real estate and venture capital group. The group consists of 16 businesses, including three operating businesses where Zeeshaan is founder, one startup which he successfully exited in 2019 and over a dozen VC investments in tech-led disruptive companies. The group has been involved in transactions over \$1.3 billion globally and have over \$400m worth of projects under development as principal including some of the most high-profile developments in the UK, the UAE and Pakistan. Zeeshaan was also appointed as Pakistan's Honorary Ambassador-at-large for Investment by its Prime Minister.

Finalists: Community Service

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Atif Ali BEM

Atif Ali has over six years of experience working in local government. He has a Masters in Law from the University of Birmingham and is a Fellow of The Lunar Society Birmingham. He founded the Birmingham Pakistani Report, which identified the needs of the Pakistani community in Birmingham. Atif was awarded a BEM and a British Citizens Award for services to the community, championing inclusivity across Birmingham.



Baljeet Chane

Baljeet has achieved a notably successful tenure at HSBC. This year, she has undertaken the personal initiative of educating over 3,000 children on financial literacy and supported the local market with over £10,000. She has established a partnership with a local foodbank, enabling team members to engage in volunteering and community interaction, resulting in the provision of sustenance to over 500 families on a biweekly basis. She also effectively secured funding for the establishment of a sensory room catering to young adults with special needs.



Poulomi Desai

Poulomi is a British artist, photographer, curator and activist community worker. Poulami's work spans multiple mediums, including performance, photography, language and sound, blending digital and analogue elements in innovative ways. Her artistic practice is characterised by its performative, textual and image-based nature. As an activist community worker, she actively engages with her local community, using her art as a catalyst for social change.



Shalni Arora

Shalni is CEO of Savannah Wisdom. As the head of a private family charitable foundation, focuses on investing in life-science businesses, contributing to advancements in the field. Shalni's dedication to philanthropy is evident through her involvement in various board positions and trustee roles. She is a Board Member for the British Asian Trust.

Finalists: Entrepreneur of the Year

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Nurdin Jivraj

Nurdin is the founder of Queensway, seeks to curate hospitality experiences and operates in the real estate sector. The brands run by the Queensway Group include KFC and Starbucks, Point A Hotels, Sloane Place, Montagu Place, ibis Styles and the Sloane Club. The group has a total of 56 residential properties in London, along with seven commercial properties, holdings in other parts of the UK and East Africa, most notably Kenya, where the firm has developed hotels. The firm has a combined annual revenue of £55m.



Rishi Patel

Rishi founded Interpolitan Money plc, a global fintech offering alternative banking solutions. In two years, Interpolitan acquired over 500 clients worldwide. Under his leadership, the company achieved remarkable financial growth, a 168% increase in gross profits and a 66% rise in revenues in 2022. The company expanded from 12 to 40 employees, establishing offices in London, Dubai and Mumbai. Its outstanding performance was recognised ranking 21st in the Beauhurst 24 Fastest-Growing Companies in the UK and 36th in the FEBE Growth 100.



Siddhi Mittal

Siddhi is the co-founder of yhangry, a UK wide private chef marketplace that has raised over \$3m, won investment on BBC Dragons' Den and been funded by the prestigious YCombinator. Prior to this, Siddhi spent almost six years trading at Barclays, where she specialised in Asset-Backed Securities and Financial Credit bonds. She graduated from Columbia University with a degree in Computer Science.



Tani Dulay

Tani is CEO of Woodbourne Group, and is the visionary behind Woodbourne Ventures, an early capital and pre-seed accelerator fund that supports ambitious fellow entrepreneurs. He is also the driving force behind Curzon Wharf, the £360m, world's first mixed-use net zero carbon ready masterplan.



Vaysh Kewada

Vaysh is the co-founder of Saliency Labs, in the field of photonic computing. Saliency Labs is involved in building the world's first light-based computing chips. It employs a unique amplitude-based approach to photonics, enabling the development of dense computing chips with high clock speeds. Prior to founding Saliency Labs, she was an entrepreneur-in-residence at the Oxford Science Enterprise, a £600m fund intended to translate the findings of research into corporate entities. Before being involved at the Oxford Science Enterprise, she was a business analyst at McKinsey.

Finalists: Media

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Aditya Chakraborty

Aditya Chakraborty serves as a senior economics commentator and writes regular columns at The Guardian. His work focuses on key societal issues and the functioning of the economy, offering insights and analysis. Aditya has been recognised for his journalistic contributions and was nominated for the Orwell Prize for his ability to combine the personal with the political. As a columnist, he tackles important topics, including democracy, social issues and the actions of political leaders.



Anila Dhama

Anila is an award-winning presenter and journalist whose career spans ten years at some of the biggest media companies. She freelances with C5 News, ITV London and LBC. Anila covers local, national and international news; interviews MPs, experts and celebrities; and provides the space for people to share their stories. She is Ambassador for charities Barnardos and Binti.



Rubina Pabani and Poppy Jay

Rubina Pabani and Poppy Jay are the duo best known for the multi-award-winning podcast Brown Girls Do It Too. Having most recently featured in Grazia's list of 25 top female trailblazers and completed a sold-out three-week run in Soho Theatre with their live show. They are recognised to pave a new open space for the South Asian community, encouraging candid, informative and hilarious conversations about sex, dating, relationships and more.



Shamim Chowdhury

Shamim is a foreign correspondent, writer and broadcaster with more than 20 years' experience in the domestic and international media. She has covered the Syrian war from the front line, as well as conflict zones in Iraq, the Philippines and most recently, Ukraine. She is the world's first female British-Bangladeshi foreign correspondent for a 24-hour English language news channel.

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Finalists: Professional of the Year

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Bina Mehta MBE

Bina is the Chair of KPMG in the UK, and the first woman to hold the role in the company's 150-year history. Prior to this, Bina spent 30 years working with businesses globally, advising through complex M&A transactions and cross-border restructurings. She represents the Professional Services industry on the Government's Strategic Trade Advisory Group. Bina was awarded an MBE for services to trade and investment in the UK and for supporting female entrepreneurs.



Dr Nikki Kanani

Nikki is a GP and Medical Director of Primary Care for NHS England and NHS Improvement. She was Chief Clinical Officer of NHS Bexley Clinical Commissioning Group. She has held a range of positions within healthcare to support the development of innovative models of care, highly engaged clinical, patient and public leadership. She is a member of The King's Fund General Advisory Council, and co-founded STEMMsisters, a social enterprise supporting young people to study science, technology, engineering, maths and medicine.



Lubna Shuja

Lubna Shuja holds the distinction of being the 178th President of the Law Society of England and Wales, making her the first Asian, first Muslim and seventh female to hold this position since the establishment of the Law Society in 1825. Lubna qualified as a solicitor in 1992 and is currently a sole practitioner at Legal Swan Solicitors in Birmingham, a firm she established in 2007. Her specialisation is in professional discipline and regulation.



Professor Ketan J Patel

KJ is the Director of the Weatherall Institute for Molecular Medicine and also the MRC Molecular Hematology Unit at the University of Oxford. KJ trained in medicine in London and spent his research career until recently at the MRC Laboratory of Molecular Biology, Cambridge, one of the premier research institutes in the world. He was also professor for molecular medicine and stem cell genomics at the University of Cambridge. He is a Fellow of the Royal Society, Fellow of the Academy of Medical Sciences UK and a member of the European Molecular Biology Organisation.

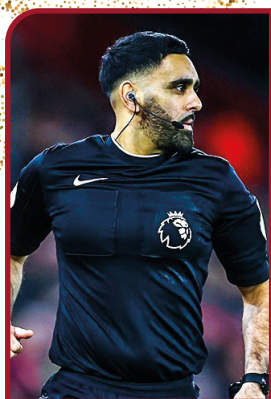
Finalists: Sports Personality of the Year

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Anwar Uddin MBE

Anwar is a former football player and current coach. He was the first Bangladeshi to play professional football in England and the first British Asian to captain a football club in the top four divisions of English football, having captained West Ham United's youth and reserve teams. He was the first assistant manager of an England men's side from a British South Asian background, working alongside Paul Fairclough for England C. He was awarded an MBE for contributions to sport. He is the chief of the Fans for Diversity campaign.



Bhupinder Singh Gill

Bhupinder is the first Sikh-Punjabi assistant referee in the Premier League. Bhupinder's role came to prominence during the Nottingham Forest versus Southampton match on 5 January 2023, where he served as an assistant referee. This has been a culmination of a decade long career which has seen Bhupinder's work in various levels of the English football pyramid.



Hamzah Sheeraz

Hamzah is a British professional boxer. With an undefeated professional record, Hamzah has won all 17 of his fights, with an impressive 13 victories coming by knockout. He holds the WBO European light-middleweight title, which he has successfully defended since 2019. He was awarded the 2021 British Young Fighter of the Year award.



Naomi Dilip Dattani

Naomi is an English professional cricketer, currently captaining Middlesex Women's cricket team. She is a hard hitter who made her Middlesex first-team debut at just 14 years old. She joined Trent Rockets after two years of playing at The Hundred with London Spirit, and has also played for North West Thunder, Surrey Stars, Western Storm and Sunrisers. Off the field, Naomi is actively involved in coaching and makes an effort to inspire young cricketers, particularly Asian girls.

Finalists: Uniformed and Civil Service

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Asrar-Ul-Haq OBE

Asrar's career achievements include serving as a police officer for 30 years, during which he received numerous awards from High Court Judges, Magistrates and Chief Constables. He has received national awards for innovation in policing from the Home Secretary and for inspirational leadership. In addition, he has been awarded the Bill Blackledge MBE Chairman's Award for his work in the Rochdale community and his involvement in the initiative called Masjids in Bloom. Asrar was been recognised with an OBE for services to the community of Greater Manchester.



HHJ Anuja Ravindra Dhir QC

Anuja was appointed as a judge at the Old Bailey in 2017 – the first non-white judge to do so full-time – a Circuit Judge in 2012 and a Recorder in 2010. In 2018, Anuja was authorised to sit in the Court of Appeal Criminal Division. She was called to the Bar in 1989. She practised as a barrister for 23 years, mainly in crime and from 2007 as a special advocate in national security cases. Anuja was a member of a number of Bar Council committees, including the equality committee, the professional conduct committee and the law reform committee.



Murugesvaran Subramaniam

'Subby' is the senior Warrant Officer of the RAF. The post was created in 1996 and the person holding this appointment advises the Chief of the Air Staff on matters concerning RAF personnel. Subby is an Air and Space Operations Manager, whose service in the last 15 years has predominantly been in the Space Based Infrared System, Missile Warning, Space Domain Awareness and Ballistic Missile Defence field. Prior to joining the RAF in 1998, Subby served in the Royal Engineers with 106 Field Squadron/12 Force (Air) Support Group, 36 Engineering Regiment.



Salman Desai

Salman is the Deputy CEO and Director of Strategy, Partnerships and Transformation for the North West Ambulance Service. Salman joined the Ambulance Service in 1997 as a Paramedic. From 2007-2015 he was Head of Service Development, undertaking a number of roles transforming services for patients. In addition to this he provided Commander support in response to the Cumbria shooting and flooding (2010/15). Representation from ethnic minority communities is traditionally low in the ambulance sector and Salman has worked hard to redress the balance.

Finalists: Woman of the Year

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Dr Lalitha Iyer

Lalitha is the Chief Medical Officer for NHS Frimley, as well as a Queen's Award winner for inspirational voluntary work with ethnic communities. She has over 25 years of hospital experience looking after women as an obstetrician and gynaecologist, followed by a career change as a GP. She was the leader of the Covid-19 national pilot in Slough, targeting the reduction of deaths in ethnic communities, followed by a national roll-out saving thousands of lives. This combination of experience has made her acutely aware of the impact of language barriers, deprivation and cultural aspects on the health and well-being of women.



Ridwana Wallace-Laher

Ridwana is CEO of Penny Appeal, as the first Muslim woman to lead a major British charity. Ridwana has over 20 years of senior experience in education and humanitarian sectors, managing multi-million-pound projects and leading diverse teams across the globe. With a passion for driving innovation and sustainable impact, Ridwana's transformative and compassionate leadership approach focuses on elevating her teams to help them reach their fullest potential.



Rukshana Kapasi

Rukshana is the first Director of Health at Britain's largest children's charity, Barnardo's. Rukshana has developed the charity's health division from a team of two to over 30, including clinical and governance staff, to ensure its new direction of supporting children's health is successful and mindful of minority groups. In Year One alone, Rukshana reached 24,303 more at-risk children, via new health offers, with an overall reach of 277,968, achieving income of £52m and growth of £5.5m. Rukshana has also secured 12 new key strategic partnerships, including with renowned health inequalities campaigner Sir Michael Marmot.



Saloni Bhojwani and Samira Ann Qassim

Saloni is an investor at Founders Factory where she led investments across both Consumer and B2B. Samira is an early-stage venture capitalist focused on purpose-led female founders. She was earlier was a Strategy Consultant for Siegel + Gale and Co-Founder and Commercial Director of Caventou. Together, Saloni and Samira have co-founded Pink Salt Ventures, to invest in female founders.

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South Asian contributions in the United Kingdom

A rich tapestry of cultural and socioeconomic influence

The United Kingdom's cultural landscape has been significantly enriched by the contributions of the South Asian community. Over the past century, South Asians have played an instrumental role in shaping the country's cultural, social, and economic fabric.

Their presence has brought diversity, innovation, and a vibrant multiculturalism that has become an integral part of British society. From art and literature to business and politics, South Asians have made indelible contributions that have left a lasting impact on the UK.

Cultural and artistic influence

South Asian culture has permeated various aspects of British society, particularly in the realms of art, music, dance, and literature. The fusion of traditional South Asian art forms with contemporary British culture has resulted in the emergence of unique and influential art movements. From the works of renowned artists such as Anish Kapoor and Raqib Shaw to the vibrant South Asian music scene, including the genre-defying sounds of British-Asian musicians like Nitin Sawhney and Talvin Singh, South Asians have showcased their artistic brilliance on a global platform. Literature has been another area where South Asian voices have made significant contributions.

Acclaimed authors such as Salman Rushdie, Arundhati Roy, and Zadie Smith have captivated readers worldwide with their evocative storytelling, exploring themes of identity, migration, and cultural clashes. Their works have not only garnered critical acclaim but have also provided invaluable insights into the experiences of South Asian communities in the UK.

Business and entrepreneurship

South Asians have made remarkable strides in the field of business and entrepreneurship in the UK. From establishing successful enterprises to driving economic growth, their entrepreneurial spirit has been instrumental in shaping various sectors. The contributions of South Asian entrepreneurs in industries like retail, manufacturing, technology, and finance have been pivotal in creating employment opportunities and fostering innovation.

Many South Asian-owned businesses have become household names in the UK. From corner shops and restaurants to multinational companies, these enterprises have become integral parts of local communities and have played a vital role in the UK's economy. Furthermore, South Asian entrepreneurs have also actively engaged in philanthropic endeavours, giving back to society and supporting

various charitable causes.

Political engagement and public service

South Asians have made significant strides in political engagement and public service, advocating for the rights and welfare of their communities. Numerous South Asian politicians have been elected to various levels of government, including the British Parliament and local councils. Their presence has helped ensure that the voices of South Asian communities are heard, and policies are implemented to address their unique needs and concerns.

Moreover, South Asians have actively contributed to public service, excelling in diverse fields such as medicine, law, academia, and social work. Many individuals from the South Asian community have dedicated their careers to public service, working tirelessly to improve the lives of others and bridge societal gaps.

Social integration and community building

South Asians have played a crucial role in promoting social integration and community building in the

UK. Through cultural festivals, religious events, and community organizations, they have created spaces where people from all walks of life can come together, celebrate diversity, and forge strong bonds. These initiatives have fostered cross-cultural understanding and promoted harmonious coexistence among different communities.

The contributions of the South Asian community in the UK have been invaluable. From enriching the cultural landscape and driving economic growth to advocating for social justice and community cohesion, South Asians have made significant strides in various spheres. Their influence continues to shape the multicultural fabric of the UK, creating a vibrant society that celebrates diversity and embraces the contributions of all its citizens. As we move forward, it is imperative to recognise and appreciate the South Asian community's contributions, ensuring that their legacy and achievements are acknowledged and celebrated for generations to come.



Liji George is Commercial Director for the Asian Achievers Awards.



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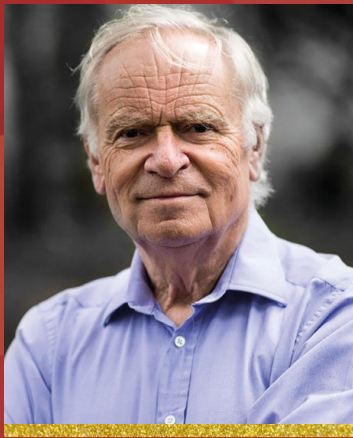
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Auctioneer Profile & Auction Lots



Lord Jeffrey Archer

Jeffery Archer has topped multiple bestsellers lists with over 270 million book copies sold in 97 countries. He is the only author ever to have bestsellers in both fiction (18 times), short stories (four times) and non-fiction (The Prison Diaries).

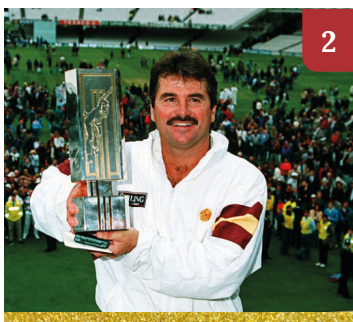
Jeffrey has been married for 53 years to Dame Mary Archer DBE, who was until October 2012 chairman of Cambridge University Hospitals NHS Foundation Trust (incorporating Addenbrooke's and the Rosie Hospitals). In January 2015 Mary was appointed by the Prime Minister as Chairman of the Science Museum Group. They have two sons, William and James, three grandsons and two granddaughters, and divide their time between homes in London, Cambridge and Mallorca.



1 MS Dhoni signed India frame presentation with Certificate of Authenticity

Donated by: Alisha & Ishan Malhotra

A signed photo presentation of Mahendra Singh Dhoni, more commonly known as MS Dhoni. Dhoni is widely considered one of the greatest cricket captains, wicket keeper, batsman and finisher in the history of cricket. He was Captain of the 2011 India Cricket Team which won the World Cup, and over his One-Day International career, he has scored over 10,000 runs at an average of over 50. The photo presentation comes with a Certificate of Authenticity.



2 A round of Golf and lunch for three people with former England Captain, Allan Lamb

Donated by: Naynesh Desai

A round of golf with Allan Lamb at a top London Private Golf Course on a date and time to be arranged, followed by lunch to chat and hear about England cricket and some of his hilarious career highlights. Includes an item of England cricket memorabilia.



3 18ct Gold Ruby and Diamond earrings

Donated by: Renu & Shamit Malhotra

A stunning pair of Ruby and Diamond earrings set in 18ct gold, with two Rubies and 32 diamonds of the value of 0.50cts, totalling 4.0cts in all.

Auction Lots



4

Five-course gourmet sit-down dinner with private chef

Donated by: Nick and Mas Kitchen

Five-course gourmet sit-down meal in the comfort of your home for up to ten guests. Any cuisine of your choice prepared by an up-and-coming private chef trained from top London restaurants and who has over ten years of experience in the industry. Full service, welcome cocktails, crockery and cutlery are included.



5

Four VIP tickets in Owner's Box at Kings Punjab Indian Premier League (IPL), India 2024

Donated by: Mohit Burman (Owner, IPL Kings Punjab)

Hosted by the owner of the Kings XI Punjab Mohit Burman, in his own private box at the Indian Premier League, being played March-May 2024. Full hospitality included with unlimited drinks and food.



6

Painting Figura Femminile by Italian Artist Patrizio Landofi

Donated By: Art Ma Gallery

A painting by renowned Italian Artist Patrizio Landofi has been donated by art gallery Art Ma, who work with spiritual artists around the world. His works have been exhibited at Pall Mall in London, St Petersburg, New York, and reached over €60,000 and acquired by the likes of Prince Albert of Monaco and royalty in UAE. Size: 100cm x 120cm; Style: Fragmentation Mixed Media on Canvas.



7

The Marwar experience package, Rajasthan

Donated by: H.H. Gajsingh (Maharaja of Marwar, Jodhpur)

Five-nights, six days Royal Experience for two people in Jodhpur and Nagaur. The package includes full transfers, accommodation, meals, beverages, wines and spirits and the following:

- Lunch with HH Maharaja Saheb of Jodhpur at Umaid Bhawan Palace in Jodhpur.
- One-night stay in the Regal Suite at Bal Samand Lake Palace Retreat in Jodhpur and dinner at the Bal Samand Lake Palace Terrace.
- Three-night stay at Ranvas Nagaur, lunch and dinner at the Ranvas Nagaur Bardari Terrace, high tea at Fort Rampart, and dinner at Bakhat Singh Palace with local folk music.
- One-night stay at world famous Umaid Bhawan Palace Hotel, Jodhpur including champagne tour of the Mehrangarh Museum, followed by dinner at Chokelao Mahal Terrace.

Voucher valid for 12 months to September 2024 / package.

Priceless experience: lunch with the Maharajah.



Borrowers turn to specialist lenders for their property investments, but what products are available to them?

We've seen the UK's lending market completely upended in recent months. This was inevitable given the dramatic changes we've seen with the base rate. The Bank of England (BoE) has voted to raise the base rate from 0.1% in December 2021 to 5% in mid-2023. Many expect a peak of 5.75% or 6% in the coming months.

For borrowers, this has made accessing credit, and mortgages in particular, difficult. Indeed, many mainstream mortgage providers have tightened their lending criteria. Others have withdrawn their products entirely, often leaving borrowers in the lurch.

In fact, our own research found that half of UK adults who applied for a mortgage between July 2022 and July 2023 saw their desired product withdrawn by a lender during the application process. Clearly, many property buyers are struggling to find the flexibility on the high street. This is where the utility of specialist finance shines, however.

In the opening quarter of 2023, bridging loan transactions grew by 68% when compared to Q4 2022. Meanwhile, our survey showed that 56% of buyers are more open than they were a year ago to working with specialist lenders to finance a property investment.

Why are people turning to specialist finance?

The specialist finance sector is, by and large, better suited to support borrowers with flexibility and speed. At Market Financial Solutions (MFS), our products are designed with our current economic problems in mind.

All our loans are underwritten from day one, on a case-by-case basis. We do not follow a tick-box lending criterion.

Meaning, we can take a borrower's overall financial situation into account, rather than relying solely on their income or credit record. This allows us to provide flexible finance to cases or borrowers that other more mainstream lenders might shy away from, such as overseas buyers or those with CCJs to their name.

Moreover, as inflation continues to bite, many borrowers will need breathing space to remain active in the market. We recognise this, which is why we have taken steps to improve the availability of our deferred or rolled-up interest options. These are just some of the tools available to us which can allow for boosted loan amounts, and even more flexibility.

Elsewhere, MFS prides itself on providing certainty in an uncertain climate. When we say 'yes' to a client, we mean 'yes'. A clear example of this commitment was demonstrated when we committed to freezing our rates for June and July to provide peace of mind for our clients.

What products are available?

Challenges remain, but investor demand is still holding strong. Recently, Rightmove released data showing that the average asking price for a property coming to the UK market rose by 2.6% between January and July, owing to resilient levels of demand.

But property investors must know what products are out there to support this demand, especially if they are turning away from high-street mortgages and mainstream lenders.

Indeed, whether borrowers are buying a property at auction, converting, or refurbishing an asset – MFS can provide all manner of bridging loans and buy-to-let mortgages to provide the adaptable finance they need to keep up with the market and wider economy.

Further, we specialise in finance for expats, foreign nationals, and offshore companies. By providing such flexibility, we are there for borrowers as they attempt to capitalise on the opportunities that are emerging in the property market. Even as the base rate rises.



Paresh Raja is the founder and CEO of Market Financial Solutions (MFS), a London-based specialist lender that provides bridging loans

and buy-to-let mortgages. Prior to establishing MFS in 2006, Paresh worked as a senior professional consultant in one of the top five management consultancy firms, and also set up an independent investment group.

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A snapshot of last year's awards





“Growing up, racism was rife. The current generation prioritises respect a lot more.”

Panaz showroom
in Lancashire.

You started your career as an apprentice assistant accountant. How did you go from that to CFO?

My journey started when I left home at the age of 16. I came out of grammar school with some excellent grades for my GCSEs. Instead of going to university, I decided to apply to Panaz’s apprenticeship program. I told my parents I was leaving home and going to start work. My mother was hesitant but I’m thankful for the support from both my parents who were immigrants from Uganda and Karachi. I wanted to see the world through my own lens. I wanted to learn my way and do things my way.

I was hired as an accounts clerk in 1996. I studied Business Administration at a college once a week alongside the job. At the point, it was a relatively small business with ten staff and a turnover just over £1 million. I graduated moved to assistant accountant, then Finance & IT Manager, running a team of five while studying for my CIMA. In 2014, I relocated to the US for a year as General Manager of the new US business. In 2017, I became Head of Group Finance for the UK operations, then a Director and once I passed my final exams, became Group CFO in 2022. I felt that my commitment to Panaz had reached fruition.

What have been the most fulfilling moments of your professional life?

My professional journey began living with my grandmother in Lancashire, being rejected from four other apprenticeships until my fifth, Panaz hired me.

The most fulfilling was my relocation of the Panaz US operation from California to North Carolina. I hired a new team, including letting go of colleagues that I had worked with for many years. This was in no way an easy task. Another fulfilling moment was acquiring another textile company despite no experience of acquisitions.

Growing up, who were your role models?

Typically, in my culture our role models are our elders. Their wisdom and teachings form the bedrock for our futures. But by leaving home at 16 I made an unconventional decision that went against our conventions. I was motivated by proving those who had doubted me wrong in my decision to leave home.

My role-models were at work, first a highly experienced financial accountant who mentored me for three years. I was also greatly inspired by my boss for 15 years, Panaz’s Financial Director, who started the business in 2003. I felt as though I went through my golden years of learning. At the time, financial roles were changing from being typical

bookkeepers that produced P&Ls to becoming more strategic, using big data to make decisions that would shape the organisation. That's what he taught me.

What has been the biggest professional or personal challenge you've faced?

Relocating our US operations from west to east coast on my own was a daunting task, I definitely feel as though I had the skill set, confidence and theoretical knowledge for the task, but I had never put this into practice on such a large scale. This challenge was definitely a make or break moment, and thankfully it made me into who I am today.

Overall however, I would say my biggest challenge was myself. I always doubted myself and overthought my knowledge and skill. I questioned my worthiness for success. My mentors were able to play a huge role in reducing the self-doubt I held and urging me to be more confident in myself.

For the current generation, how has life in the UK changed compared to when you were starting your career?

People today are also seen far differently to when I was growing up. The understanding of colour, religion and sex is very different to what it used to be. Growing up, racism was rife. The current generation prioritises respect a lot more. I think this is a positive step in society. But since the pandemic, working from home has transformed the working environment. With everything done virtually, is there any way of having a role model? I stand by the benefits of having a physical role model, someone to help motivate, bounce ideas off and help us in making decisions. But I feel as though unfortunately it's a dying trend.



Nadeem Memon is CFO of Panaz, a global designer and manufacturer of high quality, flame retardant, technical fabrics and wallcoverings, specialising in the hospitality, healthcare, cruise and corporate sector for more than 30 years. He lives in Lancashire, where he is also heavily involved in the Saffron Group, which promotes networking amongst SMEs in Lancashire.

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ONE KIND ACT... ONE SCHOOL AT A TIME

A DISTANT DREAM FOR MANY...

Although education is classified as a primary need and right, it remains a distant dream for many children in India who either do not have access or the means to fulfill their personal aspirations. As India's youth number base widens, we need to be aware of the effects of educational disadvantages and disruptions faced by poor students due to lack of economic stability and security.

Only up to 50% of India's children go to school, of which 71% come from impoverished backgrounds who invariably have to drop out of school by the age of 15. This drop-out pattern means these children never get out of their poverty cycle and cannot aspire to dreams they are capable of fulfilling.

Further, for children who do make their way into schools, find a complete lack of basic infrastructure facilities missing / non-functional which contribute further to the dropout ratio. Of the 1.3 million government schools in India, 72% of schools have some form of toilet facilities for girls but almost 85% of them are non-functional, lack privacy and security for girls.

What is considered basic human rights and a public responsibility, is lacking for a majority of children and it is here where we at One Kind Act felt the need for intervention to invest in a sustainable future for children.



"We believe in the power of the youth. The India growth story relies on its children and youth becoming responsible and contributing members of society and we at One Kind Act are committed to tapping into this generous resource to showcase maximum impact and results. We aim to provide them with the opportunities required for them to fulfill their true potential"

**Shamit Malhotra - Chairman,
One Kind Act**



School Transformation Programme Mithivavdi School,
Mithivavdi, Gujarat

THE ONE KIND ACT APPROACH...

We aim to create a sustainable improvement in the lives of people suffering from poverty through visible and measurable impact directly into the communities.

Through our engagement with our on ground partner organisation Yuva Unstoppable, we at One Kind Act felt the need to address this gap of providing assistance towards helping students realise their true potential. Thereby, developed the beginnings of a holistic programme that addresses the student's financial constraints, emphasis on their overall exposure and development and provides them improved infrastructure facilities in their schools to make the academic journey bright and meaningful. The students receive a 2-year scholarship towards their higher education thus paving a clear path towards university studies and opportunities for gainful employment.

An assessment case study conducted by the London School of Economic India Observatory Centre has revealed an increase in academic performance, enrollment & engagement in classrooms by 15% and a 4-times improvement in Maths & Science where an intervention has been made by our on ground partner.

OUR STORIES OF CHANGE...

16-year old Twinkle Parmar from Ahmedabad, Gujarat hails from a family with an annual income of less than GBP1500. Her dream of becoming a doctor is in the process of being realised through the Bright Start Programme. Despite her humble background and difficult circumstances, Twinkle is preparing for her medical entrance exam and fulfil her aspirations of becoming a doctor.

15-year old Armanpreet Singh from Dharamkot, Punjab dreams to be an Engineer. Hailing from a traditional family and geography for a girl student to aspire to be an Engineer is unheard of. Her personal self-belief and support from her family and the Bright Start Programme is motivating this diligent student to pursue great heights.

16-year old Arjun Sharma hails from Aligarh, Uttar Pradesh whose father passed away during the COVID-19 pandemic. His mother, now the sole earner of the family barely manages the household expenses but is keen to encourage her children to study. Arjun is an academically brilliant student who wishes to pursue engineering and pull his family out of the poverty cycle at the earliest.

Siblings – Gauri & Jyoti attend a government school in Gadchiroli, Maharashtra where they both dropped out of school due to lack of toilets. The choice between education & their dignity is a cruel one to make and millions of girls are forced into making this choice. The course of future for these two sisters changed with the intervention of school transformation.

“Your unwavering dedication and commitment to supporting the lives of families like ours, has made an immense difference in our circumstances. After my husband passed away, there seemed to be no hope but today I don't feel alone or worried. Your selfless service will help my child pursue his dream and make a better life for himself and his family”

Chanchal Sharma – Mother of BSP Scholarship recipient Arjun Sharma

BRIGHT START PROGRAMME...

Envisioned as a holistic youth development and academic programme the Bright Start Programme (BSP) was designed keeping in mind various aspects and opportunities required for children to gain a Bright Start in their personal journey in Education. We believe that breaking the cycle of poverty begins with investing in children.

Empowering students at a stage when they are vulnerable due to several challenges, will have a vast impact on the overall socio-economic development of their own community as they establish their lives, careers, and thereon, to their state and ultimately, the entire country.

“When I started the Bright Start Scholarship Programme in 2021 the aim was to help needy & deserving children in India through the gift of academic support, mentoring, guidance & counselling to see their journey into becoming responsible achievers. Today, I'm proud to say this Programme has become more holistic to include other necessary & needed areas of interventions in schools such as clean & hygienic sanitation, access to smart classroom technology, value-based learnings and brightening up their learning environment. I am in complete awe of how motivated the children are to learn and grow, despite their difficult circumstances. It is this spark that we have to keep alight”

**Alisha Malhotra – Founder,
Bright Start Programme, One Kind Act**



**Jatin Shyambhai Haldankar Scholar of the
Bright Start Programme receiving the scholarship**

LASTING IMPACT...

Our Bright Start Programme aims to change the trajectory of a student's life. It opens door for a more equitable future for themselves, their families, their community and society at large. Let us join hands in providing for these children and their future.

Sponsor Profiles



EPG: EPG is an economic and strategy consulting firm based in London, Bangalore and Uganda, which provides market entry advisory and strategic communications services to businesses around the world. Its work has appeared in The Economist, Financial Times and Harvard Business Review. Its events business organises market-leading events such as the Asian Achievers Awards across multiple countries.



MFS: Market Financial Solutions (MFS): provide a range of fast and flexible bridging loans and buy-to-let mortgages to all their intermediaries and clients. They ensure the lending of their specialist products to their borrowers in a prompt and professional manner. Their products are available to both private individuals and commercial borrowers. They understand that no two deals are ever the same and will always go that extra mile to identify the terms that suit their clients' requirements.



Axiom DWFM: Axiom DWFM is a successful, full service legal practice with a number of offices. The firm has been created from the recent merger between Axiom Stone and DWFM Beckman. The firm has a loyal client base and they pride ourselves on their service levels, client retention and repeat instructions. Their approach is simple – clear commercial advice and practical solutions to your legal issues and needs. This is the starting point. Added value comes from their strong belief in the power of networks – they are proactive in building relationships and contacts.



RFS: The Royal Air Force: is the United Kingdom's aerial warfare force. It was formed towards the end of the First World War on 1 April 1918, becoming the first independent air force in the world, by regrouping the Royal Flying Corps and the Royal Naval Air Service. They have supported our Awards for several years.



SBI UK: SBI UK is a subsidiary of the State Bank of India, one of India's largest public sector banks. It operates as a commercial bank in the UK, offering a range of financial services, including retail and corporate banking, remittances, and foreign exchange transactions. SBI UK caters to both individuals and businesses, leveraging its parent company's global network and expertise in the banking sector.



Ayrela: Ayrela is a leasing service for South Asian occasion wear. With Ayrela, members can effortlessly lease and lend their way through the wedding and party seasons using our smart, sustainable solution. A typical garment undergoes several touchpoints that harm the planet in multiple ways. By simply prolonging the life cycle of each piece, they help offset damage to the environment. Just one extra use of a garment makes it more sustainable.



Language Interpreters: Language Interpreters Ltd is an independent and professional linguistic provider offering language transcription, interpretation, and translation services in the UK, covering the legal, medical, educational, private, public, and corporate sectors and charities. They work with legal aid rates and provide services to businesses and private individuals alike.



Moussaieff Jewellers: The House of Moussaieff, one of the most discreet and exclusive high jewellery emporiums in the world, was founded in the 1850s. In 1963, the first boutique was opened in London's Park Lane. It soon attracted a loyal clientele who came to admire the house for its exclusivity, its discretion and, above all, its magnificent jewels. A second London store, on Bond Street, followed in 2006. Since then, they have become synonymous with the finest and rarest jewels, which adorn members of royal families and heads of state, as well as the most discerning collectors.



One Kind Act: One Kind Act is a dynamic charity that has transformed innumerable lives. It is a charity that supports working effectively at the grass root level, with those that may have fallen through the net of larger organisations. Run by volunteers, almost 100% of funds reach the needy, ensuring maximum possible impact of each penny. With a focus on poverty of health and education, our impact is a long-term solution. The collaboration with the AAA will make OKA even more ambitious in addressing challenges related to health and education amongst the most deprived.



Bridge India: Bridge India is a progressive non-profit think tank dedicated to discourse on public policy. It aims to help India-watchers better understand India, and counts diplomats, journalists, senior professionals, academics and founders amongst its Members. It is registered with the England & Wales Charity Commission, number 1183696.



Asian Voice: Asian Voice is the UK's foremost English language title for the next generation of British Asians. As readers expressed a greater desire for a different focus on Asian news in English, Asian Voice moved from being a pull-out section of its sister publication Gujarat Samachar to its own fully-fledged publication. With a weekly readership of more than 200,000, Asian Voice is one of the most influential papers for the British Asian community.



Sunrise Radio: Sunrise Radio is a 24-hour commercial radio station, focusing on entertainment, music and news from the Indian subcontinent. It broadcasts to the greater London area on 963/972 AM, on DAB and via the internet.



Ragasaan: Established in 1997, Ragasaan was set up specialising in catering. In response to popular demand, the company became increasingly involved in the planning, logistics and management of large parties and corporate events. It continued to thrive and rapidly built a reputation within the industry for being innovative, professional and entirely flexible. By 2005, the company became Ragamama Ragasaan Caterers and Event Management.

The AAA team



Liji George

Over 20 years of professional experience, including as COO and CEO with leading media brands. Most recently, he was CEO of Asian Business Publications Limited, publisher of Asian Voice and Gujarat Samachar. He has accomplished corporate restructuring experience and is recognised for sound fiscal and operational management, strategic partnerships that result in enhanced profitability, and optimising shareholder value. He has practical experience with strategic negotiations and international business, and currently is responsible for commercial operations for large corporate events in the UK, including the flagship Asian Achievers Awards.



Dr Sarfraz Ashraf

Healthcare entrepreneur and investor, with an over 20 year-long career in the medical profession with the National Health Service in England. He is a stakeholder in a healthcare business and works closely with specialist healthcare providers in India for international market entry opportunities. He sits on the Board of a think tank in the UK and with additional interest in public affairs in India. Dr Sarfraz also focuses on commercial operations for large corporate events in the UK.



Smita Patel

Smita is a management consultant with a background in biotechnology, who has supported a number of companies with their market entry strategies into both India and the UK. She aims to be a trusted advisor, and has a keen sense of building effective marketing and communications campaigns. Smita brings deep emotional intelligence and a global perspective to client service, aided by her experience living on three continents and speaking multiple languages, including fluent Swahili, Hindi and Gujarati. She has been involved in several charity related projects, including for Sri Aurobindo Society, the Varkey Foundation and the Education Commission.



Pratik Dattani

Pratik is Managing Director of EPG. He was also UK Director for the Federation of Indian Chambers of Commerce and Industry. He sits on the Board of a think tank, is on the Advisory Council for STiR Education and works closely with HNIs to help donors give better. Previously he worked in Economic Consulting at FTI Consulting and Deloitte, with a focus on public policy and international arbitration. He was Chairman of a community organisation with several thousand members for three years. He studied Economics at Warwick University, where he was awarded the Prize for Excellence, and LMU University of Munich. He has published academic research on behavioural economics and social impact, and contributed to various books.



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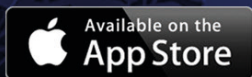
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