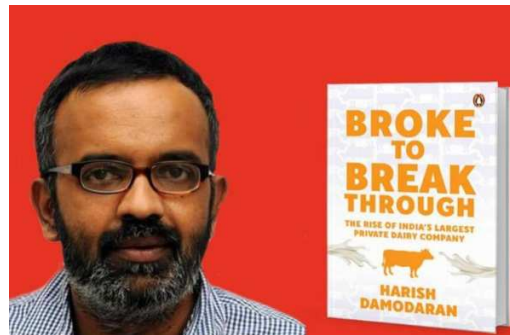


Harish Damodaran's "BROKE TO BREAKTHROUGH, the rise of India's largest private dairy company" wins Gaja Capital Business Book Prize, 2022



"Entrepreneurship is not just e-commerce and digital. It can also be agriculture. At the end of the day we need our milk and bread...a business that might even be called boring. But it is a business that touches millions of lives."

Mr. R.G. Chandramogan

Patron (VMHSS)

Journalist-author Harish Damodaran's "Broke to Breakthrough", a detailed and perceptive account of the rise of dairy company Hatsun Agro and its founder RG Chandramogan, has won the Gaja Capital Business Book Prize 2022. The winner was selected from a diverse and compelling shortlist of five books. Instituted in 2019, to encourage Indian entrepreneurs, writers, and journalists to tell their stories to the world, the award, now in its fourth edition, offers a prize money of Rs 15 lakhs – making it the "largest business book prize" in the country. Damodaran's book is an exemplary Bharat story of entrepreneurship, and we hope stories like this help inspire the next wave of thousands of budding entrepreneurs from all across and within India to constantly emerge, grow, innovate and excel. Published by Penguin Viking, the "Broke to Breakthrough: The Rise of India's Largest Private Dairy Company" is the story of Hatsun Agro, starting from its humble origins of selling ice-creams in pushcarts in Tamil Nadu in the 1970s to growing into a publicly-listed company that generates more than Rs 6,000 crores in revenue. Broke to Breakthrough' is a business biography about one of India's largest dairy products companies, namely- Hatsun Agro – and R.G. Chandramogan, its founder. Chandramogan hails from Virudhunagar in Tamil Nadu, where he started his venture of making ice candies, along with three people in a small rented place, at the age of 21. When 'Arun' ice cream became a market leader in Tamil Nadu, Chandramogan decided to branch into the dairy business. "The book is the inspiring and moving journey of a pioneering first-generation Indian entrepreneur. . . Chandramogan's ability to constantly try, fail, learn, pivot and scale successes is both instructive and inspirational for every entrepreneur at any stage in their journey. For a young India that is bursting with ambition, this journey of endurance and integrity combined with vision and agility is a must-read in today's VUCA (volatility, uncertainty, complexity, and ambiguity) world," read the jury's citation.



**Mrs. J. Emerald Priyas, M.Sc., B.Ed., PGDCA
The Headmistress, VinPS - VMHSSS**