

# Inc.

The Magazine for Growing Companies



Presenting the...

# Biz Kid Club

They have the inheritance. But the 2nd Gen also has perceptions to battle and points to prove. That's no cakewalk, as this crop of heirs tells us

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Swipe away at these touch desktops

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SAMANTHA KOCHHAR  
MD, The Blossom  
Kochhar Group

BHARAT JOSHI  
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Suchir Gensets

NIRUPA SHANKAR  
VP (Strategy),  
Brigade Hospitality  
Services

ISHAAN SURI  
Director, Interarch



**Carrying the Torch**

Are the heir apparents ready to claim their space?



**ON THE COVER**

From left: Rahul Seth, Samantha Kochhar, Bharat Joshi, Nirupa Shankar and Ishaan Suri. Photograph by Subhojit Paul in Delhi. Cover design by Anil T.

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**The Inheritors**

Get to know the 2nd Gen of India Inc.—their challenges, aspirations and fascinating journeys make for great stories.

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**Why Is It So Hard to Find Good People?**

The problem might be you. Are you making any of these all-too-common mistakes when hiring?

BY APRIL JOYNER



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**How I Did It**  
**Patu Keswani**

The founder of Lemon Tree Hotels has created a low-cost airline equivalent of the hospitality business. AS TOLD TO SHREYASI SINGH





**NIRUPA SHANKAR**  
BRIGADE HOSPITALITY SERVICES

“You always  
have to  
be on  
your toes”



Joining her family's ₹600-crore real estate business was never a given. Happily for everybody, Nirupa Shankar's ambitions and those of the Brigade Group slowly began to align perfectly.



**AS TOLD TO SHREYASI SINGH**  
PHOTOGRAPH BY SUBHOJIT PAUL

**Growing up**, working in the family business was not always on my mind. There was never any pressure to do so. I was honestly just exploring things for myself. I studied Economics at the University of Virginia. Every summer, I'd come back to India and do different internships, be it in advertising, research or a hotel internship at The Leela Palace Hotel, Bangalore. I ended up taking a consulting job with Ernst & Young in the US after my graduation though—those are the kind of companies that come for jobs on campus. But I knew it wasn't something I wanted to do for the rest of my life. So I started taking evening classes in hotel opera-



