



THE TIMES OF INDIA

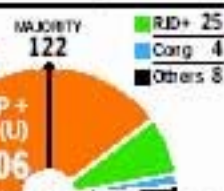
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Nitish Kumar The engineer defied anti-incumbency to lead NDA to a massive win. Is now more than just a formidable regional satrap; unlike Narendra Modi, boasts a more inclusive image

Sushil Kumar Modi Another Modi rises in the BJP? The party's stunning performance in the polls means that Nitish can't afford to take it — and his deputy CM — for granted as the junior coalition partner

PARTY POSITION
TOTAL SEATS IN BIHAR ASSEMBLY
243



Rahul Gandhi

His strategy of going it alone saw the Congress record its lowest tally ever in Bihar — just 4 seats. The party's plans to reclaim the Hindi heartland have clearly suffered a setback for now



Lalu-Rabri

Once considered unbeatable in Bihar, the RJD strongman slumped to an abject defeat, winning just 22 seats. The humiliation was completed with wife Rabri losing both seats she contested



BIG LOSERS

Two execs make the switch from corporate life to coconut-strife

Ruchika Rai | TNN

Gurgaon: Based on three main ideas — serving fresh tender coconut water, serving it chilled, and most importantly, using eco-friendly and economical machinery to carry out the entire process, Savinay Jain and Mayank Sethia gave Gurgaon the Coco Loco.

“Savinay, after quitting his job with McKinsey, actually manned the first tender coconut cart outside the Metropolitan mall for almost three months. Initially, we used to source our stock from the Azadpur market. Interestingly, on the very first day of our business, we sold over 250 glasses of coconut water. Now, after seven months of operations, we are planning to expand our business in Delhi and Gurgaon with 50 carts, each ex-



GREEN VENTURE: The machine, which is used to cool coconut water, is eco-friendly

SPIRIT OF INNOVATION

pected to sell 100 coconuts per day,” said Mayank Sethia, co-owner of the firm.

The young duo, who loved tender coconut water, found that it wasn't easily available in North India despite a huge demand potential. “Research shows that tender coconut water has been receiving an impressive response by consumers all over the world. In the US,

Madonna has been working with a company called Coco that sells coconut water. So people are realising that coconut water is the healthiest drink possible,” said Savinay, who is also supplying his carts to the Kerela stall at the IITF.

The machine, which is used to cool coconut water, runs without electricity. Water is passed through a stainless steel pipe covered with ice.

“Stainless steel, being a thermal insulator, cools down the water within seconds,” explained Savinay. “With an initial investment of approximately Rs 1.5

lakh, we were sure about coming up with an eco-friendly machine,” he added.

The business, which started from a warehouse in Mayank's house, now sources coconut from farms in Orissa, Gujarat and West Bengal. “Dealing with a perishable product and managing to sell it at a reasonable price needs a lot of logistical planning,” said Mayank, a resident of Gurgaon.

With plans of a massive expansion, these young entrepreneurs of Gurgaon are examining markets in a number of towns across the country.