

Talk by Mr. Anish Basu Roy, the CEO & Co-founder of #TAGZ Foods (Shark Tank Featured)

On 14th October, 2022, IIC at XIME hosted Mr. Anish Basu Roy, CEO & Co-Founder of #TAGZ Foods (Shark tank featured). Incidentally, his entrepreneurship venture is considered to be one of the fastest growing D2C GENZ snack brands catering to the health conscious consumers at large pan- India and abroad too. Being one of the young faces in this field and then taking the brand to great heights within short span of time starting from 2019 to 2021 with a current valuation of 3.13 Mn USD, it's certainly is no mean an achievement for Mr Basu Roy .

The session was initiated with a short intro on the profile of Mr. Anish by one of our club members, Ms. Kathryn Hanna. The interactive session followed immediately thereafter with the smart exchange of dialogues between Mr Anish and the students. Apart from sharing his own entrepreneurial journey during last one decade or so subsequent to his corporate stint, Anish was quite candid in his own submission to mention that a founder entrepreneur can't succeed if he/she works on a single specialized sector of the firm; rather he/she needs to adopt a versatile approach across domain boundaries when it comes to execution of one's own idea. Mr. Roy was emphatic on following one's own passion and excel in whatever gives kick in life. As espoused by him, there is no secret mantra for success in life which may differ from person to person. For Anish, the measure of success depends on how happy and contended he is at the end of the day.

