



The Portrait of an industrialist as a man for all seasons

Biography on Emami Founder-Chairman, Mr. R. S. Agarwal released

Kolkata, July 16, 2013: “*Ek Aur Brahmand*”—a biography on **Shri. R. S. Agarwal**, the iconic business magnate who established the Emami empire, was released today by Swami Raghveswar Bharti. Authored by well-known writer and critic Shri. Arun Maheshwari, the book is not just an exploratory study of the life and times of an industrialist—it deftly chronicles the prevailing business milieu and its evolution as well. The event saw the coming together of names like Shri. Jagadishwar Chaturvedi, Shri. Krishnabehari Mishra and Shri. R. S. Goenka, Co-Founder of Emami Group.

Speaking on the occasion **Shri. R. S. Goenka** said, “I am really happy at the way the book has shaped up. Going beyond the austerities of a biography, it has threaded together elements of management in a compelling way within the plot which would be illuminating for students of Business. Social scientists will also find it relevant from their perspective since it charts the evolution of Indian Business.”

While introducing the book, India’s foremost economic historian, Shri Girish Mishra has rightly said, “As far as my knowledge goes, very less has been written on this subject in Hindi, till now...Shri Maheshwari has brought forth many interesting aspects related to the lives of Shri RS Agarwal, his wife Smt Usha Agarwal and his business partner Shri RS Goenka in an extremely compelling and absorbing manner”

During the event, Shri Maheshwari reiterated the lines from his essay titled ‘My understanding of writing a biography’ which says, “There is nothing more beautiful than the truth. The ugliest of truths is beautiful, only because it contains in itself, the realism of life.” He further added, “In this book I have tried to bring out the complexities of a real human life in a tour de force of variety and opposites...So rather than turning it into a panegyric of an exalted individual, I have tried to breathe life into the character.”

The Emami group today is among the hundred top industrial houses of the country. Shri Radhe Shyam Agarwal and his partner Shri RS Goenka built the group from scratch, and tales of their unrelenting and constant friendship are legendary in Indian business circles. The book also explores and digs out hitherto unknown aspects of this partnership, both professional and personal, and the stories that come out belong to the best of literary fiction.

During the event Shri Goenka read out a chapter from the book. Commenting on it he said, “Each of the twenty five chapters in the book unearths facets of an incredible personality—his philosophy, way of life and also his business acumen. He emerges out as the protagonist who stood in the vanguard of the changing world and adapted continuously—a man from *ek aur brahmand* who has seamlessly given new meaning to the changing existences.”

For further information, please contact:



Emami Ltd

Mahasweta Sen | GM-Corporate Communications | H: +919836292392

Pritha Roy Chakrabarti | H: +919903994787

Perfect Relations

Satyaki Dasgupta | Perfect Relations | H: +919836089817

Shrilanjana Mukherjee | Perfect Relations | H: +919163170601