

Mindshare Along With Modi Illva Unveil: The Rockford Circle, Exploring the Stories Behind India's Startup Successes

The show is aimed to reveal the versatility and dynamism of successful entrepreneurs

Mumbai, xx March 2024: Mindshare, the leading media and marketing solutions agency in India, in collaboration with GroupM ESP and Motion Entertainment, Motion Content Group present The Rockford Circle – a brainchild of Modi Illva. The chat show aims to fuel ambitious spirited minds towards pursuing their goals. The Rockford Circle inspires and stimulates ambitious likeminded individuals to dream big and break new ground.

Wealth generation and financial independence are on the rise in the country. The inspiring lineup of guests on this show will be seen talking about the importance of these along with conversations on each of their journeys and their aspirations. The Rockford Circle explores the tenacity and hardwill of these entrepreneurs, whose motivation have turned hardships into success stories.

The candid conversations led by Chitragada Singh, and the founders of the companies seeks to inspire young individuals in India to pursue wealth generation and embrace entrepreneurial mind-set. The platform, beginning as a talk show, delves into the journeys of insightful individuals and their audacious goals.

The prominent guests of the show are:

Yashish Dahiya: Founder of Policy Bazaar

Rohit Bansal- Founder of Snapdeal/ Titan Capital

Rahul Jain- Founder of Epigamia

Amit and Gaurav Khatri: Founder of NOISE

Shantanu Deshpande- Founder of Bombay Shaving Co

Dhruv Shringi: Founder of Yatra

Amin Lakhani, CEO Mindshare South Asia said, *“The Rockford Circle engages audience through genuine narratives of individuals starting from scratch and building empires. This show aspires to do just that, shedding light on the human behind the stories of today’s successful entrepreneurs. Partnering with Modi Illva on this inspiring chat show, we are confident that it will motivate people to take that transformative step, becoming an inspiration to many.”*

Ajay Mehta, Chief Content Officer- Mindshare said, *“The Rockford circle is designed to inspire viewers and reveal what goes behind the human side of some of the greatest entrepreneurs India has ever produced. The series is a candid chat that throws light on some of the awe-inspiring moments, challenges they faced & their wins as successful entrepreneurs. We hope the audience finds it equally captivating and inspiring.”*

Quote from, Abhishek Modi, Modi Illva,

“Over the past few years, the Indian Start-up Ecosystem has witnessed a remarkable growth with significant developments on multiple fronts. The Rockford Circle is an initiative to fuel, inspire and ignite the spirit of collaboration and networking amongst ambitious individuals. It creates candid conversations normalising unique goals, set-backs and triumphs wrapped together, as a source of encouragement. The Rockford Circle has been created as an online platform to deliver inspiration in a light, entertaining, & engaging format through entrancing interactions.”

The show will feature on YouTube and the six episodes will be 25 minutes each.

ENDS

ABOUT MINDSHARE:

We were born in Asia in 1997, a WPP start-up designed to make media exciting, fun, and life-changing. For over 20 years our values of Speed, Teamwork, and Provocation have guided us in a world where everything begins and ends in media. We are the Cannes Lions Media Network of the Year 2023 and WARC Media 100 #1 Media Network 2020, with the top 3 most creative campaigns of the past year – so basically, statistically the best media agency in the world!

Our 10,000 people work with some of the world’s best brands and companies to challenge convention. In 116 offices across 86 countries, we integrate brand and demand, ruthlessly focus on outcomes, and create the unexpected. We manage \$22bn in billings and are the largest media agency in GroupM, WPP’s Media Investment Management arm, which is the #1 media holding group globally with billings of \$63.9bn (Source: [COMvergence 2022](#)).

Hear our stories (and join us) at <https://www.mindshareworld.com/> and follow us at:

Instagram and Twitter: [@mindshare](#);

Facebook: [facebook.com/mindshare](https://www.facebook.com/mindshare)

LinkedIn: <https://www.linkedin.com/company/mindshare-india/>

ABOUT MODI ILLVA:

Modi Illva Pvt Ltd is a 50:50 JV between Umesh Modi Group and Illva Saronno of Italy.

Umesh Modi Group: Has been operating in varied businesses across Pharmaceuticals, Color & Cosmetics, Iron and Steel, Engineering, Writing Instruments, Distillery and Sugar. 30 branch offices, 18 production units and over 10,500 skilled professionals.

Illva Saronno: A leading Italian group, Illva Saronno operates in Alcoholic Beverages, Wines, Ice Cream preparations, Baked Goods, across 160 countries worldwide. It owns globally renowned liqueur brands like Disaronno and Tia Maria.



MINDSHARE

Media Contact:

Pranali Gandhi

Pranali.gandhi@genesis-bcw.com