

They are now focusing on business intelligence and decision support systems for various verticals. Addition of tax consultants and chartered accountants to their team has made them highly competitive in these domains. So 'divide and conquer' seems to be the rule of the Corpus game.

What do you feel was the effect of BITS on your lives as entrepreneurs?

"BITS has a system that by itself makes it one of the best nurseries for entrepreneurship. The BITSIAN system of 'plan and build your own life' is one of the best sources to nurture and build entrepreneurial thinking."

"The participation of some of the 'Corpuscles' (as we at Corpus Labs are called) in the Central for Entrepreneurial

Leadership (CEL) motivated us and enabled us to have discussions with some successful BITSian entrepreneurs. It also helped fortify our entrepreneurial



Their first office

aspirations."

Some of them have worked as TAs and the experience has been invaluable. It meant that they got used to presenting their work to large (usually bored) audiences. This way there was no escaping the quality of the

presentations required to keep the audience alive. TAship also taught them to multi-task while forcing one to make the big transition from one side of the writing desk to the other.

Everyone on the Corpus team fondly remembers and thanks Dr. VS Rao for all his help and guidance both within and outside CEL. Thanks are also due to Dr. B R Natarajan, Ashish Bhide and Anupendra Sharma. Besides that, it comes unsaid that this firm owes a lot to the CSD experience.

To contact them, email Anto at anto@corpuslabs.com or Vikas at vikas@corpuslabs.com. For more information on their services - www.corpuslabs.com



Business Standard

Baba Kalyani is Business Standard CEO of the year



Bharat Forge Chairman and Managing Director Baba N Kalyani was named Business Standard's CEO of the year in recognition of his leadership role in the transformation of Bharat Forge to a globally competitive company. The company today manufactures the world's lowest cost forgings company. He studied Mechanical Engineering while at BITS, Pilani. *BITSAA Sandpaper* recently featured him in our article on "Top 20 BITSian CEOs".

Winners of this award in previous years include Tata group chairman Ratan Tata, Reliance group chairman Reliance group chairman and Infosys' NR Narayana Murthy.