

It helps to be Ambitious. That's the message that was conveyed to Small & Medium enterprises (SMEs) at the Mumbai launch of The Innovation Express, by SAP.

A traveling showcase displaying cutting edge technology will reach out to emerging businesses across 12 cities in West and North India over the next month. Adaire Fox-Martin, President of SAP Asia Pacific Japan (APJ) & Ravi Chauhan, MD, SAP India flagged off the Innovation Express amidst a gathering of customers and partners.

Post the launch, Businessworld conducted a panel discussion "Imagine where your Ambition could take you". The esteemed 3 member panel included two seasoned business entrepreneurs —Manish Chhabra, MD & CEO, Hygienic Research and Shailesh Patil, MD, Kesari Travels and Yogesh Dixit, Executive Vice President, Credit Analysis & Research Ltd.(CARE). While Shailesh Patil and Manish Chhabra emphasized how they introduced technology into their companies early, Yogesh Dixit explained how important technology is for a rating firm. The interesting discussion was peppered with many anecdotes by both Patil and Chhabra. The discussion clearly bought out the importance of adopting the right technology partner to help steer the road to success. Cost is no longer a deterrent for SMEs as most applications are now available on the cloud.

Business is powered by ambition, especially for Emerging Businesses in India. Whether it's the desire to improve profitability, improve the lives of employees, or create an impact on society, it's these ambitions that drive businesses forward.

To know more on the Innovation Express –  
[www.theinnovationexpress.com](http://www.theinnovationexpress.com)



Press conference hosted by Adaire Fox-Martin, President of SAP Asia Pacific Japan (APJ) & Ravi Chauhan, MD, SAP India. They flagged off the Innovation Express.



(L-R) Shailesh Patil, MD, Kesari Travels, Manish Chhabra, MD & CEO, Hygienic Research, Yogesh Dixit, EVP, CARE and Anup Jayaram, Associate Editor, BW|Businessworld