

## Cricket 41

### Chapter 41

The morning sun cast a golden hue over the Pathak family's expansive garden, where Aarav, now 16 years and 5 months old, ran laps with his usual determination. His 5'10" frame moved with precision, each stride a testament to the discipline instilled in him over the years. The sound of his rhythmic footsteps was accompanied by the chirping of birds and the rustle of leaves in the cool February breeze.

After an hour of jogging, Aarav slowed down, catching his breath as beads of sweat glistened on his brow. He reached for his phone to check the date. 2nd February 2017. The familiar date nudged his thoughts, and as he began to process it, a notification lit up his screen. His bank account had been credited with ₹2 crore.

Aarav didn't flinch or freeze. This wasn't unexpected—it was a reflection of the empire his family had built over the last few years. As he stared at the notification, a cascade of memories washed over him, taking him back to the struggles, vision, and relentless efforts of his father.

Three years ago, Aarav's father, a man with unparalleled ambition, had set out to revolutionize the Indian retail market. Recognizing a gap in the market—no presence of giants like Walmart—he had envisioned a chain of hypermarkets that catered to every conceivable need under one roof. Thus, PVMart, short for Pathak Valuable Mart, was born.

The journey to the first PVMart store was anything but easy. Aarav vividly recalled the sleepless nights his father spent devising strategies, the countless road trips to meet suppliers, and the endless negotiations from manufacturers skeptical of the concept. Yet, his father remained undeterred. Armed with unwavering determination, he pitched his vision tirelessly: a chain of stores that offered everything from Groceries & Food, Household Essentials, Health & Personal Care, Clothing & Apparel, Electronics, Toys & Games, Home & Furniture, Automotive, Sports & Outdoors, Pets, Books & Movies, Office Supplies, Garden & Outdoor, Baby Products, Jewelry & Watches, Pharmacy, Seasonal Items, Crafts & Sewing, Tools & Hardware, to Party Supplies.

The first PVMart store opened in Mumbai, its aisles packed with products carefully curated to meet the diverse needs of Indian consumers. Aarav remembered the grand opening—how the store was swarmed with curious customers, many of whom left with their carts overflowing, enchanted by the variety and quality on offer.

The concept of PVMart wasn't just about size; it was about innovation. One of the most groundbreaking features his father introduced was the ability to reserve products online and pick them up in-store. At a time when e-commerce was still a budding industry in India, this hybrid model was revolutionary. It allowed customers to browse products at their convenience, secure them online, and then collect them in person—often with a 5–10% discount.

This model not only saved time but also helped draw traffic to the physical stores, where customers often ended up buying additional items. The seamless blend of offline and online shopping created a buzz that propelled PVMart into every major Indian city within two years.

Parallel to PVMart's growth, Aarav's father took another bold step by transforming smaller adjacent stores near Pat Culinaria and changed it into a chain called Seven-11. Unlike PVMart, which stocked products from our own brand and multiple other brands, Seven-11 exclusively sold goods manufactured and distributed by the Pathak family's ventures. Positioned as a one-stop shop for groceries and daily essentials, Seven-11 quickly became a household name. This quickly became profitable with very high Margin.

The brand gained recognition for its affordable prices and consistent quality, attributes that resonated deeply with middle-class families across India especially in tier 2,3 and 4 cities. This dual approach—large hypermarkets under PVMart and neighborhood convenience stores under Seven-11—gave the family a dominant presence in both urban and local markets.

Before PVMart and Seven-11 had taken root, the Pathak family had already made a significant impact in the beverage market with Campa. Reviving and reinventing the brand, Aarav's father had reintroduced

Campa Cola, positioning it as a homegrown alternative to multinational giant like Pepsi. With aggressive pricing, localized flavors, and a robust marketing campaign, Campa quickly captured 41% of the Indian market, dwarfing competitors like Pepsi, which held a 29% share. And the best Part, both are manufactured and distributed at the same factory, or under the name of same company.

The beverage empire didn't stop there. The Pathak family ventured into healthy drinks, soft drinks, and snacks, further diversifying Campa's product portfolio. Aarav remembered how his father had meticulously negotiated distribution deals, set up state-of-the-art manufacturing units, and devised creative ad campaigns to establish Campa as a household name.

Even as the retail and beverage businesses flourished, Aarav's father began exploring new territories. Recognizing the potential of India's rapidly growing film industry, he acquired controlling stakes in major production houses. Although the industry is currently experiencing a downturn, with no movie even crossing 100 crore at the box office, he invested with a long-term vision, believing in its future growth.:

Dharma Productions: 61% stake for ₹450 crore

Maddock Films: 72% stake for ₹33 crore

Arka Media Works: 53% stake for ₹53 crore (Bahubali Production House)

Hombale Films: 85% for 98 crore (KGF And Kantara and Tumbad and for RRR also)

These investments weren't just about profits—they were strategic moves to create a global entertainment brand under one umbrella. Aarav smiled as he recalled how his mother, a passionate cinephile, had wholeheartedly embraced this new venture, ensuring that the family's vision went

beyond business and into the cultural fabric of India. She even participated in several meetings during the acquisitions. Deeply connected to the industry, she was appointed chairman of the company by his father. While the day-to-day operations were managed by employees and the CEO, she took on the role of chairperson to maintain order and oversee the board.

The ₹2 crore in Aarav's account was just a small portion of his larger personal investment portfolio, which was carefully managed under his father's guidance. Although the account was officially a minor account managed by his mother, Aarav had full control to it. Aarav had invested in a diverse range of stocks, cryptocurrencies, and ventures, including a recent investment in Reliance Industries, anticipating the transformative impact of Jio's launch on the market. These strategic investments had significantly grown the portfolio's value, and the total assets under Aarav's name now amounted to a staggering ₹1900 crores.

The family's wealth wasn't just about numbers—it was a testament to years of hard work, risk-taking, and resilience. Aarav's father often said, "We don't just make money; we build opportunities, brands, and legacies." Aarav took those words to heart, knowing that his role in the family's empire was just beginning.

Lost in thought, Aarav was jolted back to the present by the sound of hurried footsteps. His mother appeared, her face flushed with excitement. "Aarav, a letter has come for you—from Bengaluru!" she exclaimed, holding out an envelope.

Aarav's curiosity piqued. He quickly took the letter, tore it open, and scanned its contents. A smile spread across his face as he read the words. Whatever the letter contained, it marked the beginning of another chapter in his extraordinary journey.