

A ₹1 Crore Milestone: Inside the Rapid Rise of ZIKSUM

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In an era where entrepreneurship is defined by resilience, adaptability, and vision, the success story of **Suraj Bhavari** and **Nisha Ashok Kulal**, founders of **ZIKSUM Elevator Pvt. Ltd.**, stands out as a powerful example of perseverance turning ambition into achievement.

Born on 25 February 1984 in the small village of Varanghushi in Akole taluka of Ahmednagar district, Suraj Bhavari's early life was shaped by financial hardship and limited resources. Coming from a modest farming family, he balanced education with responsibilities such as cattle grazing, while nurturing a strong desire to build a financially secure future. Even during his school years, the urge to “do something of his own” was clear.

Early Struggles

Suraj's entrepreneurial journey began in 2005 with a small grocery store in his village. Though it provided income, it demanded long hours—from early morning till late night—leaving little room for personal life. After four years, he closed the shop upon securing a government job in 2009. While the job offered stability, it could not satisfy his entrepreneurial drive.

In 2012, Suraj ventured into the tourism and transport business by purchasing a T-permit vehicle, a bold move at a time when app-based cab services did not exist. Despite taking calculated risks, operational challenges and insufficient profitability led him to exit the business in 2016. His next experiment, goat farming, began in 2018. Although partially successful, limitations in management structure and focus meant it could not scale as envisioned.

Growing up in an environment where business was often viewed with skepticism, Suraj faced not only financial but also social challenges. Yet, giving up was never an option.

The Turning Point: Entering the Service Sector

In 2020, Suraj made a strategic shift into the service sector, recognizing its lower investment requirements. He established a private limited company, gaining valuable experience in company formation, branding, and operations. Though this venture achieved a modest turnover of around ₹10 lakh annually, it laid the foundation for something far bigger.

A crucial turning point came through professional interactions with technicians from Uttar Pradesh and Bihar, including **Harendra, Vijay Munna, and Sanjay**, who introduced Suraj to the elevator industry. Spending months understanding the technical and commercial aspects of the sector, Suraj realized its immense potential—it is a technically driven, safety-critical, and year-round business essential to real estate development.

Birth of ZIKSUM Elevator Pvt. Ltd.

Armed with research, vendor networks, and industry insights, **ZIKSUM Elevator Pvt. Ltd.** was launched in **February 2025**. Alongside Suraj Bhavari, **Nisha Ashok Kulal**, who plays a pivotal leadership role as CEO, became a key force behind the company's strategic planning, management, and execution.

The results were swift and remarkable. Within just two months, ZIKSUM secured its first major project—two towers of a 16-floor building. Projects continued to follow, driven by the company's focus on quality, safety standards, timely delivery, and after-sales service. In less than a year, ZIKSUM expanded from a single office to two offices and built a dedicated team of 11 professionals.

?1 Crore Turnover and Industry Recognition

In a highly competitive and technical sector, ZIKSUM Elevator Pvt. Ltd. achieved a milestone that many companies take years to reach—a **?1 crore turnover within one year**. This achievement reflects strong leadership, efficient operations, customer trust, and a clear long-term vision.

Recognizing this outstanding performance, **Suraj Bhavari** was honored with the prestigious **Maharashtra Business Icon Award**, celebrating entrepreneurial excellence, leadership, and business growth. The award is not just a recognition of financial success, but of disciplined execution, teamwork, and strategic foresight.

Leadership, Support, and Vision

A key pillar of ZIKSUM's success has been its leadership team. **Nisha Ashok Kulal** has played an instrumental role in business management, planning, and organizational stability, while Suraj's wife, **Manisha Bhavari**, as CEO, provided unwavering emotional and strategic support during challenging phases. Friends, colleagues, and mentors across regions also contributed through guidance, networking, and trust.

Looking Ahead

For Suraj Bhavari and Nisha Ashok Kulal, this success is only the beginning. Their future vision includes adopting advanced elevator technologies, creating employment opportunities, and delivering safe, sustainable, and eco-friendly vertical mobility solutions. They firmly believe that when local entrepreneurs deliver global-quality work, India's business ecosystem grows stronger.

From a small village in Maharashtra to making a mark in the elevator industry, the journey of ZIKSUM Elevator Pvt. Ltd. is a compelling reminder that with vision, persistence, and the right partnerships, even the loftiest goals can be reached.

Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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