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The making of an entrepreneur

Parthiv Group's Rakesh Rathie turned his adversities and personal loss into an inspiration to excel in various businesses

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Never give up, is the mantra that has always driven Parthiv Group founder Rakesh Rathie.

While Rathie finished his schooling from Mumbai and graduation from Kishangarh (Rajasthan), he was never an exemplary student — he failed in class 10. But his determination saw him pursue a chartered accountancy course and become the first in his family to get a professional degree.

Starting off his career at Provogue India Limited from 2002, Rathie went on to hold senior positions at Kisan Pipe, Dr Batras, Esselworld and Smaaash between 2002 and 2014.

However, it was his wife Sudha's dream that inspired him to start his own venture, the Parthiv Group, in 2015. The business that started with one team member now has a staff of 300+, along with 45+ branches across India.

When Sudha was diagnosed with cancer, Rathie was running from pillar to post trying to manage between hospital, doctors, work, and also trying to spend time with his family.

It was then he realised that the tool one depended on at such critical times — insurance — was of little use to him. His policy was not renewed on time, and it also wasn't the best cover product to cover the

expense of the ailment.

That experience inspired him to enter the insurance broking business in 2016 with Efficient Insurance Brokers Pvt Ltd. Today, it is considered one of the fastest growing companies in India, present in 38 locations along with 200+ team members.

Efficient Insurance helps clients determine their exposures, structure their insurance programs, negotiate rates, terms and conditions, place their risks with one or more insurance companies and ensure prompt and equitable settlement of claims.

The group also has presence in education through Editorial Orbit, an initiative that aims to provide knowledge, along with practical interface of the market to students.

Parthiv Capital Private Limited was established to provide a range of transaction advisory services that are tailored to address the specific needs of various sectors.

In November 2017, Rathie entered the restaurant business with EGGSPLORE. The restaurant currently has 11 outlets in Mumbai and Lucknow.

For more details visit
www.insureefficient.com,
www.eggsplore.co.in,
www.parthivcapital.com



Rakesh Rathie

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