

## Former CEO of General Electric Energy South Asia, Nandkumar Dhekne invests in Yearbook Canvas



Jodhpur, Rajasthan Jan 11, 2022 ([Issuewire.com](https://www.issuewire.com)) - Former CEO of General Electric (GE) Energy South Asia, Nandkumar Dhekne, has invested in a publishing startup Yearbook Canvas. The funds will

be strategically allocated to strengthen the technology platform and expand business operations outside of India.

Sharing the rationale behind investing, NandKumar says, “During my retirement days I was driven by some of my old memories, giving me a sense of deep nostalgia. In a world that is changing faster than ever, I wished if there could be a way to hold on to my memories and I chanced upon Yearbook Canvas. The concept fascinated me and I chose to encourage the team at Yearbook to reach out to wider audiences across geographies”.

Surashree Rahane, Founder & CEO of Yearbook Canvas says, “Memories are powerful and therefore redirecting one's thoughts to better times or memories of gratifying experiences can ease the symptoms of stress/anxiety/depression and let the world be seen through a more optimistic and happier filter. With validation from several elite education institutes, the journey for Yearbook Canvas has been eventful thus far. The team is further determined to continue the momentum and aspires to become Asia's No.1 Yearbook Company by 2023”, Yearbook Canvas is glad to be backed by Marwari Catalysts Ventures.

Abhinav Madavi, Co-founder & COO of Yearbook Canvas says, "I am positive that the new investment would help in expanding our horizons, with improved technology and branding. We publish Yearbooks that fill the heart of our clients with joy. We want this experience for everyone to have."

Nandkumar was the Managing Director, India & South Asia of GE Water during 2001-2004, and was President & CEO of GE Energy India during 2004-2007. During 2007-2009, he was the Managing Director - Asia, Aqualon Division of Hercules Inc. based in Shanghai. From 2009-2014, he was Vice President - Asia at Ashland based in Shanghai. In his last assignment, he was the Vice President - Asia Pacific for Solenis LLC, USA, a global leader of papermaking and industrial water treatment chemicals.

Nandkumar was responsible for the business growth and performance in over 10 countries including China, Korea, Japan, Australia, New Zealand, Indonesia, Thailand, Malaysia, and South Asia including India. He is a recognized growth leader with outstanding team-building skills and has delivered consistent profitable growth across geographies for these MNCs.

He was the Chairman of American Chambers of Commerce, Bangalore; Chairman of Energy Committee - Bangalore, Chamber of Industry and Commerce; and an active CII Committee Member CII - Delhi, 2006. He has served on the Board of AICM and ENACTUS in China, a non-profit organization. He currently serves as a board member of several reputed listed companies in India.



## Media Contact

Marwari Catalysts

office@marwaricatalysts.com

9672224441

Dream Heights, CYB-5, Cyber Park, Heavy Industrial Area, Jodhpur, Rajasthan

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