

***"It's a race - a race for innovation. The challenge is to add value and keep the wheel rolling"***

**W**ith an MBA from the University of North Carolina, Yogesh Bansal moved to India in 2006 when the idea struck him to open a social networking platform. Little did he know that this unique platform would soon become a rage among the Indian youth. Speaking of the basis of his company's growth in the last few years, Bansal says, "The idea was incepted in the year 2006 as I realised the importance of career and networking for the youth. In the year 2007, ApnaCircle was launched as a social professional network. To answer the growing need of a globalised platform, we moved on and merged ApnaCircle with Viadeo and Tianji. The core offering of the site today is business and career networking."

With the aim of connecting with the youth and at the same time deriving value out of it for their individual growth, Bansal feels this online global network is made for Indian professionals while possessing the customised and invariably consumer-friendly features

that help Indian consumers to leverage the global exposure.

With the highest number of internet

penetration, the social media industry has gained huge momentum. Every individual wants to be on the social media, either to brand themselves or brand their products and services. The masses are very enthusiastic about their online profiles. A huge and positive acceptance is also seen in terms of web and mobile apps, which make their profiles easily accessible and more interactive. With job generation, it is soon to be a big contributory factor in the overall economy of the country.

Innovation is bringing changes for businesses like never before. And the social media industry is no exception. "It's a race, a race for innovation. The challenge is to add value and keep the wheel rolling," smiles Bansal.

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PHOTOGRAPH: VINOD KUMAR

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