

- c) GUJARAT UNIVERSITY should ensure that the study materials and software at the center are legal versions. PIYUSH Edutech & Research Pvt.Ltd. shall not be responsible for any liability arising out of use of pirated software or related matters.

11. JURISDICTION:

In the event of any disputes between the parties only the courts in **Ahmedabad** city shall have exclusive jurisdiction. But no court case shall be preferred by either party until Arbitration has been resorted to and proved unfruitful.

12. BREACH OF AGREEMENT:

GUJARAT UNIVERSITY and PIYUSH Edutech & Research Pvt.Ltd. shall have the right to terminate the Agreement in the event of violation of any of the conditions by giving six months notice. In such an event the students already admitted shall be enabled to complete their course of study and appear for the relevant examinations. The obligations of both the parties will continue to be in force during such period irrespective of termination of the Agreement.

13. AMENDMENT TO THE MOU:

During the operation of the MoU, circumstances may arise which may call for alteration in the MoU, which shall be mutually discussed and agreed upon in writing and shall form the part and parcel of the original MoU.

Having gone through each and every condition of this Agreement and. Having understood it clearly and perfectly both the parties affix their signatures below as attesting to this deed on _____.

For Gujarat University

Signature: 

Name : Dr. A. V. Bhandari

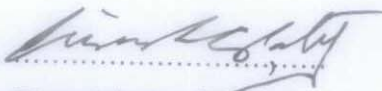
Designation: In-Charge Registrar

(Authorized Representative with seal)

Place: Gandhinagar

Date:

For PIYUSH Edutech & Research Pvt.Ltd.,

Signature: 

Name: Sri. Piyushkant J. Patel

Designation: Chairman

(Authorized Representative with seal)

a royal venue for all occasions



To
Dr. Aadesh Pal
Honorable Vice Chancellor
Gujarat University
Navrangpura, Ahmedabad

Date – 11th December, 2012

Sub : Expression of Interest to Sign MOU with Gujarat University

Dear Sir,

Piyushkant Patel, Chairman of the company, born in Surat- Gujarat, presently citizen of USA, sits over a \$200 million empire that spans the globe. His several companies employ about 500 people and have operations in the US, UK, China, Poland, Bangkok and India With interests ranging from real estate, restaurant and catering to software development besides chemicals, textile printing and personal care.

Other than the palatial resort in Ahmedabad, and Water Treatment Chemical Manufacturing Company in KFTZ, Gandhidham Patel's recent projects include a 15,000-square-foot fusion restaurant and bar in Manhattan, New York and a Broadway-style theater and performing arts center in Rhode Island.

He has Built a Five star category resort cum hotel " **PIYUSH PALACE** " at village –Goblej, near Bareja, on old ahmedabad- kheda highway. The heritage property, has a green theme using solar as well as LED lighting best place for Medical & Rehabilitation treatment for Foreigner. he entire profit from this project will go to charity to help various nonprofits in India that are striving hard to survive. A trust will operate the resort and utilize the profits for needy social causes."

We have signed MOU with government of Gujarat during Vibrant Gujarat Investor's Summit- 2009 for building a 5 Star Resort cum Hotel ' **PIYUSH PALACE** ' at Village – Goblej, Dist.-Kheda with investment of Rs. 15.00 Cr which already built @ investment of Rs.40 Cr. in record time.

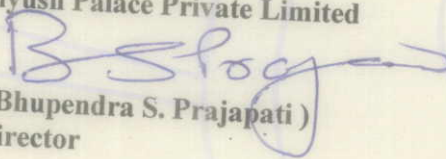
Now with object of providing Good Quality International Education and healthy employment to Students of Gujarat University in our own Resort hotel and various company over the glob, we wish to start following Courses :-

Hospitality Management, Medical Tourism & Travel and Vedic Yoga Science and similar other courses with Gujarat University and wish to sign MOU during next Vibrant Gujarat Summit-2013.

Expecting favorable approach, immediate action and co-operation as ever.

With very best regards

For **Piyush Palace Private Limited**


(**Bhupendra S. Prajapati**)
Director

Encl : Bio- Data & brochure of Piyush Palace -- Resort cum Hotel

Piyush Palace Pvt. Ltd.

Village Goblej, Bareja-Kheda Highway, N.H.-8, Gujarat-INDIA
Phone : +91 2694-277591 94 Mobile : +91 9727722088, 9727722089

Email : info@piyushpalace.co.in Website : www.piyushpalace.co.in

Piyush Patel

The turnaround specialist

Piyush Patel is not your usual entrepreneur, nor is his business acumen dictated by chance. A self-styled turnaround specialist for dying businesses, Patel has had no formal education in management, yet he has built a business empire with industries spanning the globe, and that too, in these challenging times.

Growing up in India, Piyush Patel had envisioned a research career in the chemical industry. A gold medalist from South Gujarat University, Surat-born Patel landed in England in 1962 to pursue a degree in chemical engineering at the University of Leeds.

Over the next two years, Patel realized the potential of polymers and plastics as the industry was booming in the United States at the time. The next stop was New York, where Patel pursued graduate degrees in applied sciences from Columbia University in 1962. At the insistence of his professor, Patel enrolled in the Stevens Institute of Technology in Hoboken, New Jersey, for a degree in plastic engineering. He graduated at the top of his class in 1964.

Armed with three degrees and several research papers in industrial chemistry, Patel worked with US chemical corporations over the next 12 years, in New Jersey and Ohio, making his way up as the leading researcher. There, he learned a trick or two to manage large teams and profit centers within companies.

"That experience was invaluable and I knew I could branch off on my own as an entrepreneur," says Patel, now chief executive officer of Summit Research Labs, a New Jersey-based holding company that makes chemicals for water treatment, the paper and antiperspirant industries.

Intriguingly, Patel's first break did not come about in the chemical industry, but in real estate.

"I thought real estate was safe investment, where I could park my money for the future," says Patel, who set up his company in 1986 to buy and turn around run-down properties in New Jersey. His real-estate portfolio grew several-fold over the next few years to include residential apartment complexes and motels. Patel targeted owners of properties accused of serious city violations and who could not find the money to rescue or renovate apartments.

"The strategy worked well for me. I was able to find several such properties and made money turning them around," Patel says, adding, "it was very risky, but it was very calculated."

With investments in motel, real estate, electronics, textiles, chemical, software and the restaurant industries, Patel, 68, says his combined revenues exceed \$200 million. His several companies employ about 500 people and have operations in the US, India and Bangkok.

Patel's recent projects include a 15,000-square-foot fusion restaurant and bar in Manhattan, a Broadway-style theater and performing arts center in Rhode Island, and a five-star resort in Kheda, Gujarat.

Despite turning around businesses for over 25 years, Patel's passion still burns bright. "I like challenges. I like to prove the critics wrong. I like to defy conventional wisdom," is Patel's reply when told that people his age would usually retire and enjoy their wealth.

Patel's business method is simple, involving an "upside down" approach.

"I would not invest in a successful business because, for me, it has hit a level of saturation and already has a model that has worked. There is not much for me to contribute," he explains. "On the other hand, in a dying or unsuccessful business not only can I invest but bring in a radically different model that could do the trick."

Patel also says that the fruits of reviving a dying company are just more satisfying, notwithstanding the serious risk factor it might entail. "Everyone invests in successful companies, I like to do it the other way," he declares emphatically.

Patel insists there is indeed method to his madness. Fortune has favored him in several risky investments, but his biggest strength is his pleasing demeanor - and his implacable logic.

"I once convinced my former boss to work for me," Patel says with a smile.

Although he is a highly successful businessman, Patel remains true to his roots. He still lives in the same house in New Jersey that he brought in the 1980s with his wife Lorraine, who he met while studying at Steven's Institute of Technology.

Patel's two daughters, Avantika and Gitanjali, are settled and have branched out on their own.

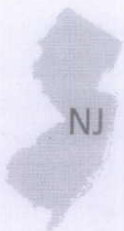
Patel maintains a simple lifestyle and devotes much time these days helping Indian organizations working with the needy. Patel wants to translate his success into something useful for the Indian community.

Now, besides building a senior's center in New Jersey, he wants to bring senior associations across the country under one umbrella.

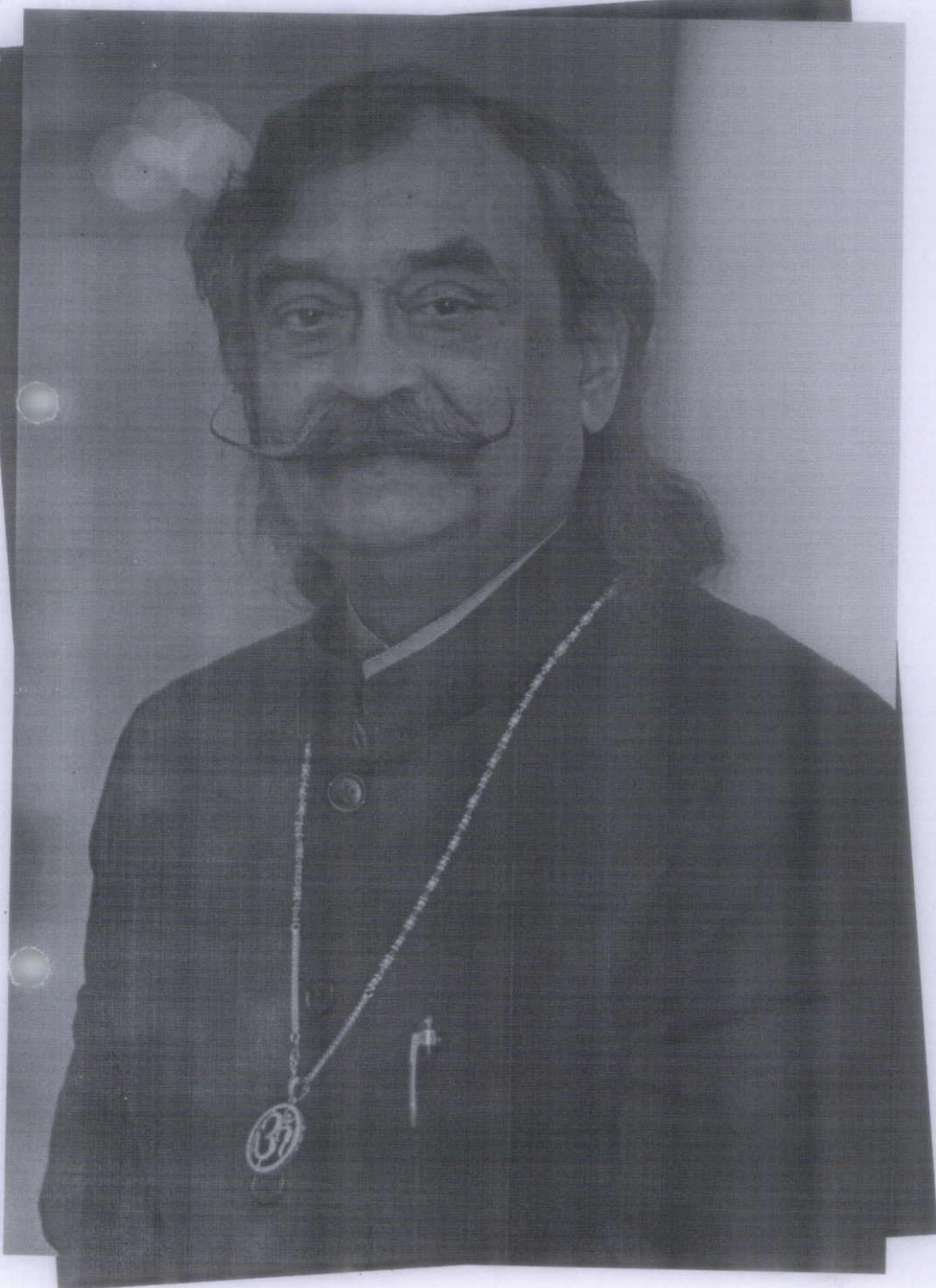
"They are the most neglected part of our community and I wish we all could think about them a little more," he says. But with him backing them, they may not be for long.



I like challenges. I like to prove the critics wrong. I like to defy conventional wisdom



CEO
Summit Research Labs
New Jersey



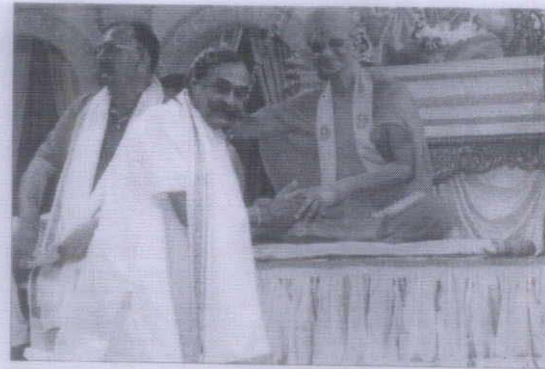
*Daring entrepreneur
with the Midas touch*

Surat born and New Jersey based Piyush Patel "nothing succeeds like success".

With ventures spread across such diverse industries as software, oil-drilling, restaurants, electronics, chemicals and hotels, Patel draws his strength from the diversity of his investments and the people he works with. He has perfected the art of growing with identifying opportunities, both within his existing businesses as well as outside. One such opportunity came through in Gujarat. Patel returns every year to his native place in Charotar, Gujarat's NRI belt, and decided to tap the tourism potential there. In 2009 he built a five-star hotel, Piyush Palace, 10 miles from Ahmedabad. The \$12 million resort on nine acres of farmland modeled on ancient palatial architecture, caters to tourists, business travelers and medical tourists.

"The best of medical services are available in Gujarat at one-tenth of what it costs in US. Our hotel will provide necessary recovery and retreat centre before and after hospitalization. This industry has a lot of potential in India and especially in Gujarat," Patel explains. In Piyush Palace's second phase, an adjacent building will have 100 penthouses for sale and a by-invitation country club, featuring an Olympic-size swimming pool, yoga and naturopathy treatments.

"This project is a culmination of my dreams in trying to help my motherland," says Patel. The \$2-2.5 million profit from this project will go help struggling nonprofits in India. Patel, whose business empire easily tops \$200 million, is a self-styled turnaround specialist with no formal education in management.



Receiving blessings from Swami Pramukh at Shree Swaminarayan Temple

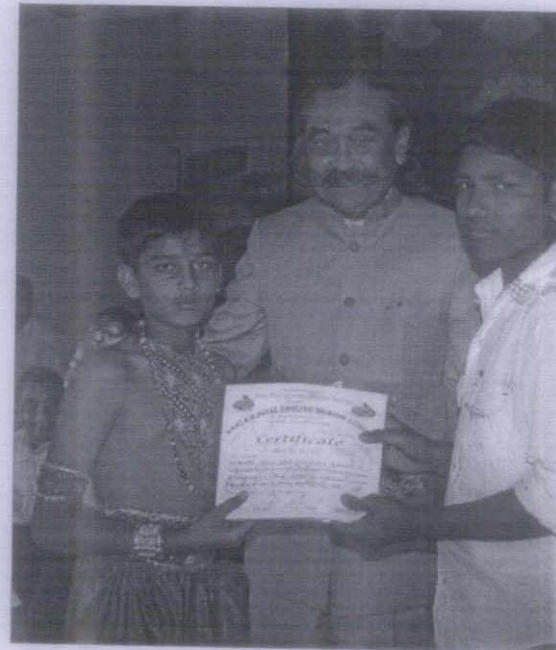


Photo Caption

A gold medalist from South Gujarat University, Patel landed in England in 1960 to pursue a degree in chemical engineering at the University of Leeds. Realizing the potential of booming polymers and plastics industry in the US, he moved there and finished a plastic engineering degree from the Stevens Institute of Technology in Hoboken, NJ.

Over the next 12 years, Patel worked with chemical corporations in New Jersey and Ohio, making his way up as a leading researcher and learnt how to manage large teams and profit centers within companies. "That experience was invaluable and I knew I could branch off



With Chief Minister of Gujarat, Mr. Narendra Modi



MAXFLO
OILFIELD CHEMICAL SOLUTIONS



a holding company that makes chemicals for water treatment, the paper and antiperspirant industries.

Intriguingly, Patel's first big break came in real estate. "I thought real estate was a safe investment, where I could park my money," says Patel, who set up a company in 1986 to buy and turn around run-down properties in New Jersey. His real estate portfolio grew several-fold over the next few years to include multi-apartment complexes and motels. He targeted properties embroiled in serious city violations to renovate. "I made money turning them around," Patel says, adding, "it was very risky, but it was very calculated."

Today Patel, 72, says his companies employ about 500 people with operations in the US, India and Bangkok. His recent projects include a 15,000 sq ft fusion restaurant and bar in Manhattan named Pranna. An example of his daring entrepreneurial spirit is renovation and restoration of the shuttered Park Theater in Cranston, Rhode Island. It has now been restored and rechristened Rhode Island Center for Performing Arts.

His business method involves an "upside down" approach. "In a successful business, there is not much for me to contribute," he explains. "On the other hand, in a dying or unsuccessful business not only can I invest but bring in a radically different model that could do the trick."

Patel says that although his family was in the textile business in Surat, "I never had a clue about business. Maybe it runs in my blood and so I wanted to do something on my own even though I had the best of degrees and education from both England and the US. The map of my life is drawn as I



During India Day Parade 2010 with Rajeev Bhambri - COO, India Abroad & Mallika Sherawat, Bollywood Actress



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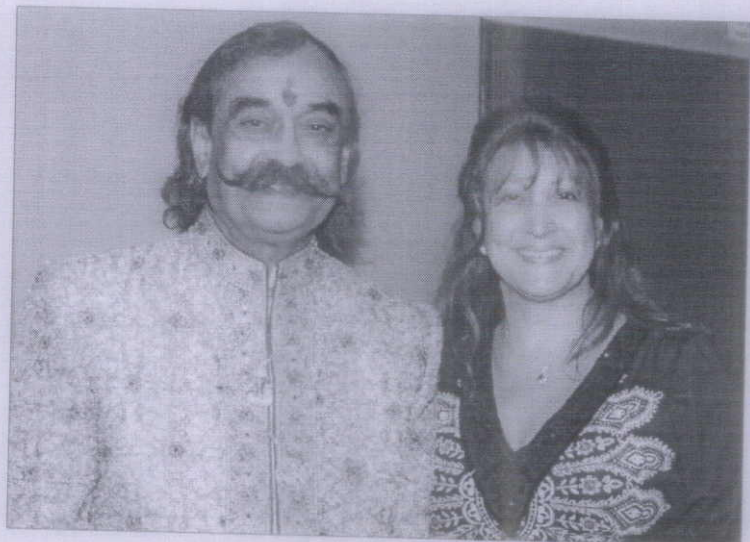
go," says Patel philosophically. People his age would usually retire and enjoy their wealth, but he says, "I like challenges. I like to prove the critics wrong. I like to defy conventional wisdom."

Next he plans to build schools in Gujarat, and, recently appointed to the advisory board of the Gujarat government on clean energy, he is also launching a project combining wind and solar energy. Fortune has favored him in several risky investments, but his biggest strength is his pleasing demeanor - and his implacable logic. "I once convinced my former boss to work for me," Patel says with a smile.

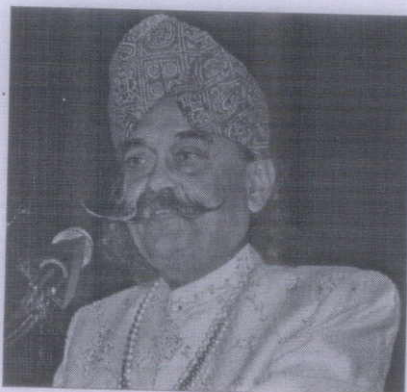
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Lorraine with Avantika Patel and Gitanjali Patel - Piyush Daughters



Piyush Patel with his Daughter Gitanjali Patel



Piyush Patel came forward to support in celebration of Gujarat Divas

with his wife Lorraine, whom he met while studying at Steven's Institute of Technology. Patel's two daughters, Avantika and Gitanjali, are settled and have branched out on their own. Patel maintains a simple lifestyle and devotes much time these days helping Indian organizations working with the needy. He wants to translate his success into something useful for the Indian American community.

Now, besides building a senior's center in New Jersey, he wants to bring senior associations across the country under on umbrella. "They are the most neglected part of our community and I wish we all could think about them a little more," he says.

