



FEI DUNIYA

IT'S YOUR WORLD

Mumbai | Vol 18 | Issue 12 | May 2026 | A Publication of FEI Family | Free Distribution



A voice that didn't just sing songs,
it defined generations.

Asha Bhosle forever.



THE ETERNAL SONG OF *Asha Bhosle*

On 12th April 2026, the world bid farewell to one of its most extraordinary voices Asha Bhosle. With her passing at the age of 92 in Mumbai, an era in Indian music came to a close, leaving behind a legacy so vast and vibrant that it will echo through generations.

Her life was not merely a journey through music it was a saga of courage, reinvention, and unmatched artistic brilliance.

A Musical Childhood Forged in Adversity

Born as Ashalata Mangeshkar in 1933 in Sangli, Maharashtra, Asha was destined for music. Her father, Deenanath Mangeshkar, was a revered classical vocalist and theatre personality who introduced her to the discipline of music at a very young age.

But childhood innocence was short-lived. At just nine years old, Asha lost her father, plunging the family into financial hardship. Alongside her elder sister, Lata Mangeshkar, she stepped into the world of playback singing not as a dream, but as a necessity.

From rehearsals to recordings, from stage performances to film studios, her growing up years were shaped by responsibility. Music was no longer just passion it was survival.

Struggles That Shaped a Legend

Asha Bhosle's early career was marked by struggle, rejection, and comparison. With Lata Mangeshkar already reigning supreme in the industry, Asha often found herself sidelined, singing for smaller films and less prominent roles.

Her personal life, too, was fraught with challenges. She married young against her family's wishes, but the marriage turned turbulent and ended in separation. Left to raise her children on her own, Asha balanced motherhood with an unrelenting work schedule.

Yet, it was in these very struggles that her individuality was born. She refused to be confined, embracing songs that others hesitated to sing, cabarets, bold compositions, and experimental numbers. Slowly but surely, she began carving a niche that was entirely her own.



The Rise: Reinvention and Musical Brilliance

A turning point in her career came with composer O. P. Nayyar, who recognized her unique voice and gave her opportunities that redefined her career.

Later, her iconic collaboration with R. D. Burman who would also become her husband ushered in a golden era of music. Together, they created timeless classics that blended Indian melodies with Western influences, setting new trends in Bollywood music.

Asha Bhosle became the embodiment of versatility. She sang everything romantic ballads, classical pieces, ghazals, peppy dance numbers, folk songs, and even international collaborations. Over her career, she recorded over 12,000 songs across multiple languages, making her one of the most recorded artists in history.

Awards, Recognitions, and Global Acclaim

Asha Bhosle's contributions to music were recognized with numerous prestigious awards:

- **Dadasaheb Phalke Award** – India's highest honor in cinema.
- **Padma Vibhushan** – India's second-highest civilian award.
- **National Film Awards** – Multiple wins for Best Female Playback Singer.
- **Filmfare Awards** – Including Lifetime Achievement.
- **Grammy Nominations** – For international collaborations.
- Recognition by the **Guinness World Records** as one of the most recorded artists.

Her influence transcended borders. From Bollywood to global collaborations, her voice became a universal symbol of musical excellence.

The Glory of an Unmatched Legacy

Beyond awards and records, Asha Bhosle's true glory lay in her ability to connect with people. Her songs became the soundtrack of generations playing in homes, celebrations, heartbreaks, and memories.

Known for her vibrant personality, she also explored her passion for cooking and hospitality, launching successful restaurants abroad. Yet, despite her global fame, she remained deeply rooted in her family.

Her children and grandchildren often described her as a pillar of strength someone who faced life's challenges with grace, humor, and determination.

The Final Goodbye: A Voice Falls Silent, A Legacy Lives On

In April 2026, Asha Bhosle was admitted to Mumbai's Breach Candy Hospital following a chest infection and exhaustion. Despite medical efforts, she passed away due to multiple organ failure on 12th April 2026.

Her passing triggered an outpouring of grief across India and the world. Tributes poured in from musicians, actors, political leaders, and millions of fans. Public memorials saw crowds gathering to celebrate not just her life, but the emotions her voice had gifted them.



She was cremated with full honors in Mumbai, marking the end of a remarkable journey that had shaped the very soul of Indian music.

Immortality Through Music

Asha Bhosle's story is one of transformation from a young girl burdened with responsibility to a global icon who redefined playback singing. She broke barriers, embraced change, and created a legacy that cannot be replicated.

Her voice carried every emotion joy, sorrow, romance, mischief and in doing so, it became timeless. Even in her passing, Asha Bhosle has not faded away. She lives on in every note she sang, in every melody that continues to play, and in every heart that still finds comfort in her music. She may have left the world but her voice, eternal and unforgettable, will never fall silent

ARTIFICIAL INTELLIGENCE:

a simple guide for everyone

Artificial Intelligence, commonly called AI, is one of the most talked-about technologies in the world today. In simple words, AI means creating machines or computer systems that can perform tasks which normally require human intelligence. These tasks include learning, problem-solving, understanding language, recognizing images, making decisions, and even predicting future outcomes.

AI is already a part of our daily lives, even if many people do not realize it. When you use voice assistants like Siri, Google Assistant, or Alexa, you are using AI. When Netflix recommends movies, when Amazon suggests products, or when email systems filter spam messages, AI is working behind the scenes. Navigation apps also use AI to suggest the fastest route by studying traffic patterns.

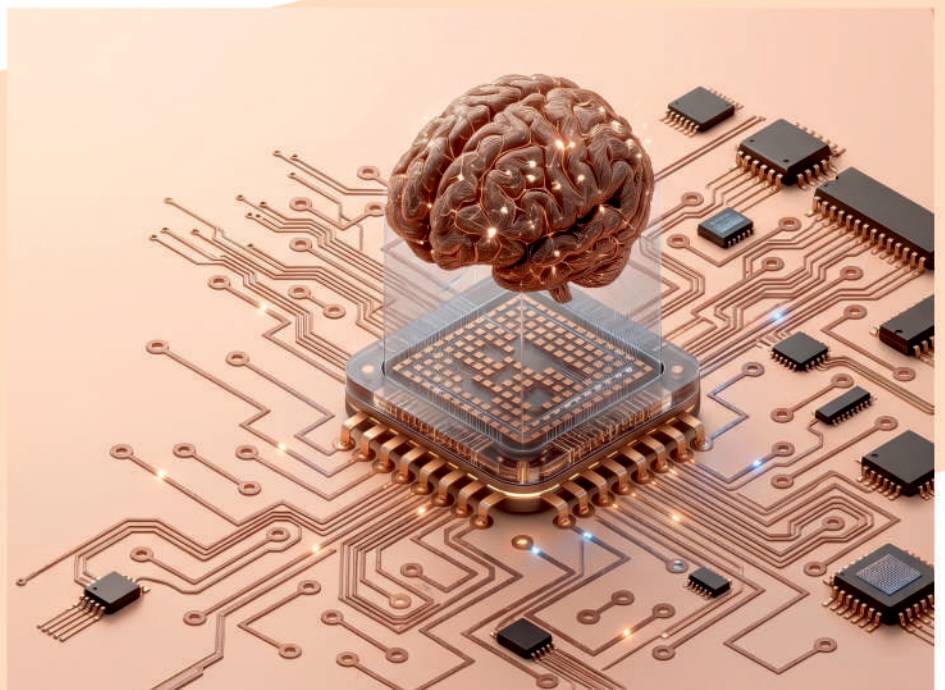
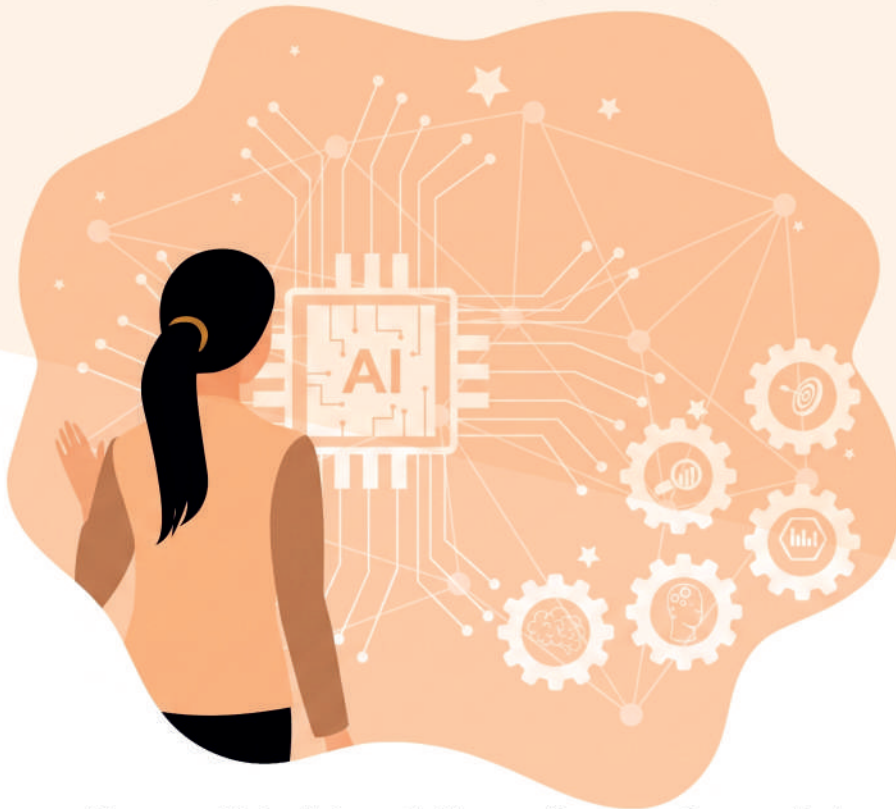
AI works by using large amounts of data and patterns. Just like humans learn from experience, AI systems learn by analyzing examples. For instance, if an AI system is shown thousands of pictures of cats and dogs, it can learn to identify the difference between them. This process is called machine learning, which is one of the main branches of AI.

There are many benefits of AI. In healthcare, it helps doctors detect diseases faster. In banking, it helps identify fraud. In agriculture, it assists farmers in predicting weather and improving crop yields. In factories, AI-powered machines improve productivity and reduce errors. Businesses also use AI to provide better customer service through chatbots.

However, AI also brings challenges. Some people worry that machines may replace certain jobs. Others are concerned about privacy, misuse of data, or overdependence on technology. This is why responsible and ethical use of AI is very important.

The future of AI is exciting. It can help solve major global problems, improve education, make transportation safer, and create smarter cities. But at the same time, human judgment, creativity, and emotions remain irreplaceable.

In conclusion, Artificial Intelligence is not something to fear it is a tool created to help people. If used wisely, AI can make life easier, businesses stronger, and society more efficient. Understanding AI in simple terms is the first step toward using it confidently in the modern world.



THE DISTRIBUTION BEFORE PERFECTION *principle*

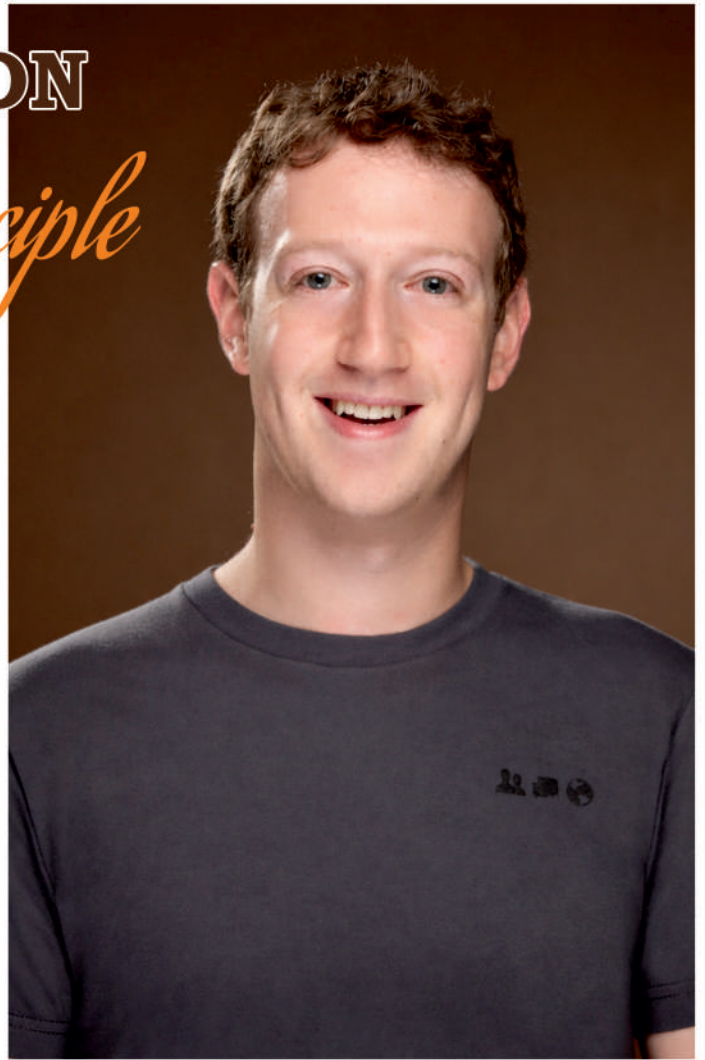
Why attention beats product in the early stages?

2004: A college student builds a website in his dorm room. Not a company, not a platform, not even a finished product just a simple directory. Photos, names, profiles. Only for Harvard students. It's called Facebook. No revenue model, no ads, no business plan just a way to connect people on campus. The product is basic, with limited features, no mobile app, and constant bugs. But one thing is working: distribution. Students invite other students dorm by dorm, class by class, school by school and the network spreads. Not because it's perfect, but because it's social.

Here's what Mark Zuckerberg understood that most founders miss: a growing audience is more valuable than a finished product. They expand to other universities Ivy League first, then major colleges, then anyone with an email. Millions of users, still no monetization, still evolving the product. Photos improve, profiles expand, features get added. But the real asset isn't the code it's the network.

2007: Facebook opens its platform. Developers build on top of it games, apps, experiences and growth accelerates.

2012: Facebook hits 1 billion users. Then comes the real machine: advertising targeted, scalable, massive. Today Meta Platforms generates over \$100 billion in annual revenue. Not because Facebook started as the best product, but because it became the biggest network. The product improved because the audience was already there.



Most founders try to build the perfect product first. Facebook built distribution first, then improved the product in public. What are you waiting to perfect before you share it? What audience could you be building while you're still “getting ready”? What would happen if you launched before you felt confident? The companies that win don't hide in development they grow in visibility. They collect users, they collect feedback, they evolve fast. Because distribution gives you leverage, and leverage builds empires.

Build the audience first. Refine the product with them. Monetize when attention is undeniable. Because a growing network will always beat a perfect product no one uses. That's the **Distribution Before Perfection Principle**: get attention first, get better second, get paid third.

PANCHA BHOOTA *sthalams*

Five Sacred Element Temples of Lord Shiva.

SPIRITUAL SIGNIFICANCE: These five temples represent the natural elements through which Lord Shiva manifests in creation.

PILGRIMAGE IMPORTANCE: Among the most sacred Shaivite temple circuits in South India.



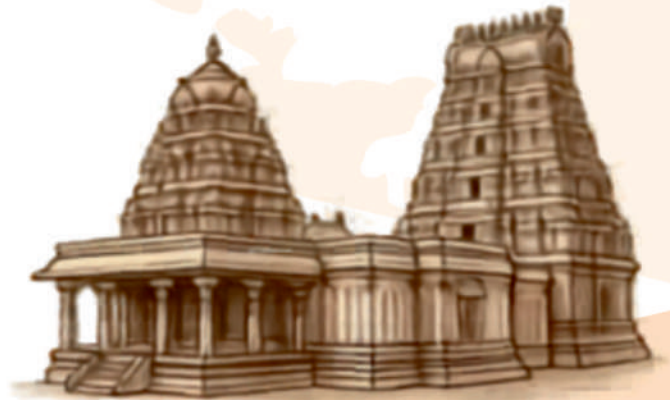
Ekambareswarar Temple

Element: Earth (Prithvi)
State: Tamil Nadu



Jambukeswarar Temple

Element: Water (Jala)
State: Tamil Nadu



Sri Kalahasteswara Temple

Element: Air (Vayu)
State: Andhra Pradesh



Arunachaleswarar Temple

Element: Fire (Agni)
State: Tamil Nadu



Chidambaram Nataraja Temple

Element: Space (Akasha)
State: Tamil Nadu



THE MONTH *that was...* APRIL 2026

NEWS

Tamil Nadu will soon get another 1,500MWh battery energy storage system (BESS) to store excess renewable power.

NCLAT (National Company Appellate Tribunal) has rejected BSE's plea on freezing Demat accounts during insolvency proceedings.

The country's industrial output growth accelerated in Feb, by 5.2%, led by a recovery in the manufacturing sector.

Archaeologists in Switzerland have discovered an astonishing Roman shipwreck in Lake Neuchâtel.

Life Insurance Corporation of India has approved a 1:1 bonus share issue.

UIDAI has granted Ladakh a distinct Aadhaar identity, removing its earlier tagging with Jammu & Kashmir, an important administrative step.

The government has increased export duties on diesel and aviation fuel by raising windfall taxes.

Indian Railways has introduced 87 wagon long-haul freight train, reducing transit time, cost & congestion while improving capacity utilisation.

Archaeologists have identified a site at the Mayrtup burial ground in Chechnya, thought to be the lost medieval city of Magas.

India's Directorate General of Shipping is ensuring exporters with stranded Gulf bound cargo to receive immediate concession.

NEWS



The concept and nomenclature of Civil Lines, residential areas established by the British and long associated with their proximity to administrative power, may fade into history.

In an unprecedented move, the newly formed govt led by PM Balendra Shah in Nepal has set up a five member judicial panel to investigate the assets of people who held public offices from 2006 to the fiscal year 2025-26.

Archaeologists have found a 1500 year old church next to a Zoroastrian place of worship in Iraq.

India's crude oil imports fell nearly 17% in March, while LNG imports rose 20.5% amid a shift towards piped gas.

India's trade deficit has narrowed to a 9-month low, driven by strong export growth, particularly to the US, and a decline in imports, improving the overall EXIM balance.

THE PERCEPTION OVER PRODUCT *principle*



Why Old Spice Didn't Change the Formula Only the Story.

For years, Old Spice was considered a relic a dad brand, a grandpa brand, a product stuck in time. Shelves were full, but demand was empty. Younger consumers ignored it, retailers reduced space, and competitors dominated the market. Old Spice wasn't losing because of the product; it was losing because of the perception. Then came one of the greatest marketing reinventions of all time. Instead of creating a new formula, redesigning the product, or lowering the price, Old Spice reinvented the narrative.

They launched a commercial that made zero sense and perfect sense at the same time: The Man Your Man Could Smell Like. A confident man switching scenes mid-sentence on beaches, on boats, on horses with impossible transitions and flawless comedic timing. It was surreal, absurd, and unforgettable. Most importantly, it made Old Spice cool again. Within weeks, sales skyrocketed, social media exploded, the brand became a cultural meme, young customers returned, retailers expanded shelf space, and Old Spice became a billion-dollar powerhouse. And here's the twist: they didn't change the deodorant at all. They only changed how people felt about it.

Because Old Spice understood something most companies never grasp: people do not buy products; people buy perceptions. The marketing lesson is clear a dying brand doesn't need a new formula, it needs a new frame. You can reinvent your entire business without touching the product by changing the voice, the messaging, the identity, the story, the humor, the tone, and the cultural context. Old Spice wasn't reengineered; Old Spice was reframed. And reframes are one of the most powerful marketing tools in existence. Customers don't respond to reality; customers respond to the story they believe. The "Perception Over Product Principle" teaches this: improving the product is optional, improving the perception is mandatory.

A new narrative can revive a dead brand, reposition a stale product, create a new audience, unlock new demand, and transform public opinion. Old Spice didn't need a new deodorant; Old Spice needed a new identity and when the identity changed, the market changed with it.



A 52-YEAR-OLD MILKSHAKE SALESMAN SAW A SMALL BURGER STAND

he turned it into a \$200 billion empire.

1955: Ray Kroc is 52 years old. Not a founder, not a millionaire, not even close. He's selling milkshake machines, driving across the country one restaurant at a time. Most orders are small one machine, maybe two. Then one order stands out: eight machines from a single restaurant in San Bernardino, California. Kroc is curious who needs eight milkshake machines? He drives out to see it, and what he finds changes everything.

A small burger stand run by two brothers, Richard McDonald and Maurice McDonald. No waitresses, no carhops, no complicated menu just burgers, fries, and milkshakes. Food comes out in seconds. Customers line up. The system is the product. The kitchen runs like an assembly line. Every movement is mapped, every step is optimized, every burger is identical.

Here's what Kroc sees that everyone else misses: this isn't a restaurant it's a system that can be replicated. He approaches the brothers and offers to franchise the concept. They agree. Kroc starts selling franchises, but at first it's slow. Operators don't follow the system, quality slips, standards drop, and brand consistency breaks. Kroc realizes something critical: you don't scale through people you scale through systems. He enforces strict processes: same menu, same layout, same cooking method, no shortcuts.

Then comes the real breakthrough real estate. Kroc starts buying the land under every McDonald's location. Franchisees don't just pay for the brand they pay rent. Now McDonald's doesn't just sell burgers; it controls locations. That shift changes everything.

1961: Kroc buys out the McDonald brothers for \$2.7 million. He now owns the entire company. Expansion accelerates across states, across countries, across continents. Golden arches everywhere. Today McDonald's serves over 69 million customers per day in more than 100 countries, and the company is worth over \$200 billion. Built by a man who didn't start until 52 not with a new idea, but with a better system.

McDonald's didn't win because they had the best burger. They won because they had the most repeatable process. What are you doing manually that should be systemized? What are you relying on people for that should be process-driven? What business are you building that only works when you're there? Scale doesn't come from effort it comes from replication. Build the system, enforce the standard, control the environment. Because the companies that dominate don't just serve customers they build machines that serve customers the same way every time, and machines scale faster than people.



Congratulations



Celebrating a Remarkable Milestone of Dedication and Excellence.

FEI Group proudly celebrates the Silver Jubilee of two valued members of our family, **Mr. Hemant Chaudhary** and **Mr. Santosh Tayde** from our Ahmedabad office, on the completion of **25 years** of dedicated service with the organization.

Their journey reflects unwavering commitment, professionalism, loyalty, and a relentless spirit of excellence. Over the years, they have played an important role in the growth and success of FEI Group, inspiring colleagues and contributing immensely through their hard work and experience.

We extend our heartfelt gratitude for their invaluable contributions and congratulate them on this significant milestone. May their journey ahead continue to be filled with success, happiness, and new achievements.

Thank you, Hemant Ji and Santosh Ji, for being an integral part of the FEI legacy.

A NEW JOURNEY OF LOVE AND COMPANIONSHIP BEGINS



Mrs. Anjali Patil (Corporate) tied the knot on 21st April with **Mr. Prasad**.



Mrs. Sayali Savant (Intl. Division) and **Mr. Milind** are blessed with a baby girl.

Kartikeya Kanaujia



“
**FEI Family
members in
Mumbai Sales
& Pricing**
”

Kumar Naidu



Madhu Nambiar



Mansi Jani



Pranav Nighot



Supriya Kanse



Vinayak Shetty



Vishal Narula



CELEBRATIONS FOR THE MONTH

BIRTHDAYS

| | | |
|------|------------------------|------------|
| 03rd | Balagopal Balachandran | Delhi |
| 04th | K. Suresh | Chennai |
| 05th | Laxman Chavan | PCL |
| 09th | Girish Tharu | Gandhidham |
| 09th | Yogesh Kumar | Delhi |
| 11th | Jitesh Patel | Corporate |
| 11th | Maruti Thali | Mumbai |
| 13th | Jay Gadhvi | Gandhidham |
| 13th | Adarsh M M | Kochi |
| 13th | Manoj Patil | Ahmedabad |
| 16th | Reshma P V | Delhi |
| 17th | Lijohn Davis | Kochi |
| 20th | Megha Mestry | Corporate |
| 21st | Kalpana Sharma | Gandhidham |
| 22nd | Pushti Sharma | Gandhidham |
| 23rd | Sanjay Krishnan K | Bangalore |
| 23rd | Aasha Santhosh | Chennai |
| 26th | Mamata Pendurkar | Corporate |
| 27th | Kannadasan A | Chennai |
| 28th | Rajendra Jadhav | Mumbai |
| 28th | Devendrakumar Mishra | Mumbai |
| 31st | Trilochan Dhal | Mumbai |

WEDDING ANNIVERSARIES

| | | |
|------|------------------------|----------------|
| 01st | Siyad P.S | Kochi |
| 02nd | Subhash Chander | Delhi |
| 04th | Dattatrya Mulay | Mumbai |
| 04th | Santosh Jadhav | Mumbai |
| 08th | Mamata Pendurkar | Corporate |
| 08th | Rajendra Jadhav | Mumbai |
| 08th | Hemant Chaudhary | Ahmedabad |
| 08th | Dhruv narayan Mistry | Baroda |
| 11th | Rajiv Shukla | Delhi |
| 11th | Rupesh Koli | JNPT Warehouse |
| 11th | Sathiya Guru | Chennai |
| 11th | Krutika Jadhav | PCL |
| 11th | Dilip Atkari | Mumbai |
| 12th | Pramod Rajan | Kochi |
| 13th | Siddeshwar Mallikarjun | Bangalore |
| 14th | Chandni Kumar | Intl. Division |
| 14th | Shankar Kulkarni | Bangalore |
| 14th | Kandarp Mehta | Ahmedabad |
| 14th | Manish Gupta | Mumbai |
| 15th | Kavita Thote | Intl. Division |
| 16th | Bondada Mangaraju | Hyderabad |
| 18th | Stephen Mothis | Intl. Division |
| 18th | Rekha Chaudhary | Delhi |
| 19th | M.G. Satheesha | Bangalore |
| 21st | Manoj Patil | Ahmedabad |
| 23rd | Suman Mitra | Baroda |
| 24th | Vijay Talawadekar | Mumbai |
| 24th | Varada Karbhari | Intl. Division |
| 24th | Anil Zende | PCL |
| 26th | Gemini Ganeshan | Bangalore |
| 28th | Omprakash Maurya | Delhi |
| 29th | N Krishnama Chary | Hyderabad |
| 30th | Sakshi Bendre | Mumbai |
| 31st | Ganesh Mapuskar | Intl. Division |
| 31st | Shreya Mordekar | Intl. Division |

NEW ADDITIONS TO THE FEI FAMILY

| | |
|---------------------------|----------------|
| Shrimali Hitesh Kanjibhai | Baroda |
| Thomas B. | Chennai |
| Priyanka Majhi | Corporate |
| Swati Shah | Corporate |
| Priyam Upadhyay | Delhi |
| Felicia Castelino | Intl. Division |

HOLIDAYS FOR THE MONTH

| Date | Purpose |
|-----------------|-----------------|
| 09th (Saturday) | Second Saturday |

| Date | Purpose |
|------------------|---------------------|
| 01st (Friday) | Labour Day |
| 27th (Wednesday) | Id-ul-Adha (Bakrid) |

PAN INDIA CLOSED

OPTIONAL HOLIDAYS

FEI Duniya (English) is edited, printed, and published for FEI CARGO LTD., Mumbai by K.S. Pratapchandra Nair and printed the Print Works, A-2/234-235, Shah & Nahar Industrial Estate, Sun Mill Lane, Lower Parel, Mumbai-400 013, and published from FEI Cargo Ltd. A-103, Mangalya, Marol Maroshi Road, Andheri (E), Mumbai-400 059

Edited- K.S. Pratapchandra Nair
(Responsible for selection of news under PRBAct)

Disclaimer: The view and opinion expressed in FEI Duniya are not necessarily those of the editor, publisher or the organization. Any health tips given in the magazine should not substitute for the advice of a medical professional.

Do take time to visit these websites: www.feicargo.com | www.shailajanair.org | www.thejulyclub.com | www.amazingmusicians.shailajanair.org

FEI Duniya contribution Email: feiduniya@feicargo.com Published by editorial board
Follow us: [f](#) [i](#) [s](#) [t](#) [v](#)