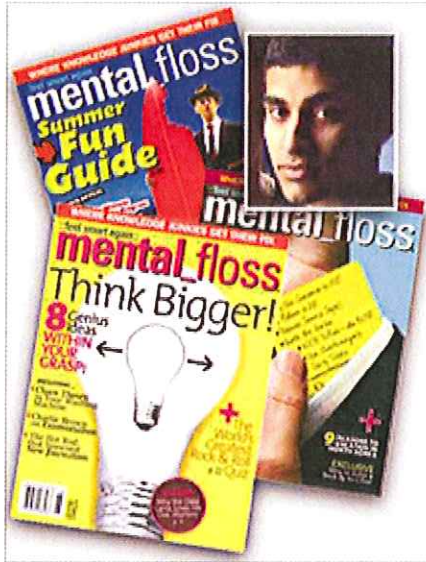


INDIA TRIBUNE

2 Indians among America's coolest young entrepreneurs



San Diego: Inc.com's annual search for the nation's coolest young entrepreneurs has turned up the next generation of business mavericks. From social networking to publishing to cookie-delivery services, they're reinventing old industries and blazing trails with new ones. New technologies, a proliferation of resources, and disenchantment with the corporate world are making Generation Y the most entrepreneurial in history. Many young entrepreneurs like cutting corners and hate playing by the rules — and that's often why they're successful. But experts warn that those same qualities can also doom a fledgling business. This year's package includes two Indians: Raj Lahoti and Mangesh Hattikudur. Raj Lahoti: Online Guru After a few years dabbling in Internet domain acquisition and traffic brokering, Raj Lahoti set out to build up one of his brother's domains in order to provide meaningful content in an area that, well, generally lacks it. Rank: #9 Age: 25 Location: San Diego 2006 Revenue: \$11.5 million Employees: 15 Year founded: 2003 DMV.ORG, the "Online Unofficial Guide to the DMV," aggregates information from the (often dreaded) Department of Motor Vehicles in each state — all in one place. Users can access information on everything from applying for a

license to ordering a driving record, without the aggravation of standing in the DMV's endless lines. Mangesh Hattikudur: Mental Floss Executive editor of Mental Floss, Mangesh Hattikudur, a cultural anthropology major, has roots reaching back to India. As a child, Hattikudur wrote in one of his columns, his mother read to him from Rushdie's book Haroun and the Sea of Stories. He compares Mental Floss to Rushdie's "Ocean of knowledge - thick and rich and full of life." Rank : #23 Age: 28 Location: Birmingham, Ala. Employees: 12 2006 Revenue: \$1.7 million Year founded: 2001 Mental Floss magazine offers a fun, irreverent look at knowledge and facts. As editor-in-chief William E. Pearson put it, "Our mission is to find anyway we can to blur the lines between education and entertainment." The founders started the venture at Duke University as a campus publication and quickly turned it into a national magazine. But they have pushed the brand further than the magazine — producing books, board games, and soon a series of children's books.