



# Safir Anand amongst Luxe Book's Top 100 Most Powerful

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Luxe Book India's Luxury Insider, has rated [Safir Anand](#) as one of the 'Top 100 Most Powerful' in its 2022 edition. Safir Anand has made it to the list in its 'luxury services' section as "an intuitive brand doctor" and a "growth mindset investor" who is "deeply seeded in the process of taking a brand from zero to hero". Working around luxury brands, he is quoted as saying, "Experiences are the biggest luxury, as are emotions". The list of top 100 is decorated with names like Anuraag Bhatnagar – COO of The Leela Palaces, Hotels and Resorts; Martin Schwenk, Managing Director & CEO of Mercedes-Benz India; Globally acclaimed fashion icon Sabyasachi Mukherjee, Vikas Purohit, CEO of Tata CliQ; Vinod Kanna, CEO of Vistara Airlines; Sonakshi Sinha, actor and founder of SOEZI; Raghavendra Rathore – founder of Raghavendra Rathore Jodhpur; Designer duo Shantanu and Nikhil; Zorawar Kalra founder and Managing Director of Massive Restaurants Private Limited. Catch the LuxeBook Top 100 here: <https://lnkd.in/dpdjsGgz>



## KEY CONTACT



### **Safir Anand**

Senior Partner

[View Bio of Safir Anand](#)

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