

Mr Jayant Baranwal | Chairman & Managing Director | SP Guide Publications

In 1990, Mr Jayant Baranwal, still in his early 20s, took over as the CMD and also the Editor-in-Chief of SP Guide Publications from its founder Shri S.P. Baranwal.

Concentrating on the niche of defence & security matters and civil aviation, Mr Baranwal launched SP's Aviation in 1998, SP's Land Forces in 2004 and SP's Naval Forces in 2006. The journals were the finest and the first ones in the whole of Asia to highlight the three vital arms of armed forces. In 2008, the company launched SP's AirBuz for the booming civil aviation sector. During Aero India 2011, SP Guide launched SP's M.A.I., the only defence fortnightly in the world.

SP's Military Yearbook, the flagship publication of the company, became a collector's item and a military compendium par excellence rapidly expanding in scope, content and volume to reach across Asia.

Not one to rest on his laurels, Mr Jayant Baranwal is already engaged in adopting "novel ideas in mass communication to meet the aspirations of our discerning readers and global clientele". According to him, "the script of SP's success story has only just begun".

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The year was 1990. Over 26 years after the institution of SP Guide Publications, the baton passed to its founder Shri S.P. Baranwal's son, a youth in his early 20s. "From day one," reminisces Mr Jayant Baranwal, Chairman and Managing Director, and also the Editor-in-Chief, "my vision has been to shape the company into a premier entity, not just at the national level, but across Asia. The focus has always been to project the strengths of our great country, to promote optimism and a never-say-die spirit through the written word."

Concentrating on the niche and comprehensive subject pertaining to defence matters, homeland security, military infrastructure and civil aviation, Mr Jayant Baranwal launched SP's Aviation in 1998, SP's Land Forces in 2004 and SP's Naval Forces in 2006. The journals were the finest and the first ones in the whole of Asia to highlight the three vital arms of any defence framework spanning the sky, land and water, respectively. In 2008, the company launched SP's AirBuz the only one of its kind from India dedicated solely to the booming civil aviation sector. And during Aero India 2011, SP Guide Publications launched SP's M.A.I. (Military, Aerospace and Internal Security), a fortnightly on various industry solutions addressing security concerns.

"Simultaneously with the introduction of these magazines, my pride and joy in SP's Military Yearbook translated into a relentless drive to shape the company's landmark into a collector's item and a military compendium par excellence," he says. The effort bore fruit as with every passing year, SP's Military Yearbook generated a growing buzz in the industry, rapidly expanding in scope, content and volume to reach beyond Indian shores and offer views and opinions on developments across Asia.

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