

PRESS RELEASE

FOR IMMEDIATE RELEASE

Mumbai, 16 November 2025

“A City Called Agroha” - World’s First Comprehensive Reconstruction of Samrat Agrasen’s Republic Launched in Mumbai

The highly anticipated book *A City Called Agroha*, authored by Vaibhav M. Agrawal, Neha Mhatre, and Kritika Priya, was formally launched on 16 November 2025 at Suchidham Club, Goregaon East, Mumbai. The event was attended by more than 100 distinguished guests, including leading legal professionals, archaeologists, indologists, political representatives, defence officials and veterans, academic leaders, master mariners and other maritime professionals, prominent media figures, medical professionals and senior dignitaries of the *Agroha Vikas Trust*.

The launch was graced by Chief Guest *C.A. Uttamprakash Agarwal*, National President of *Agroha Vikas Trust*, who applauded the book’s unprecedented depth and called it “a cultural and civilisational milestone for India.”

Senior dignitaries from Agroha Vikas Trust included *Shri Alkesh Agarwal*, *Shri Dinesh Agarwal*, *Shrimati Premlata Agarwal*, *Shriamti Rekha Goel*, *Shrimati Vandana Garg*, *Shrimati Kamala Goenka*, *Shrimati Namrata Agarwal* & *Shrimati Manisha Agrawal* and reinforced the importance of reviving Agrasen’s legacy for future generations.

The Guests of Honour included:

- Dr. Adv. Chitrasen Abhyankar, CEO & Secretary, Nirmal Education Society
- Dr. Zarin Sethna, noted Clinical Psychologist
- Adv. Raj Saraf, Bharatiya Janata Yuva Morcha
- Shrimati Poonam Jaiswal, Former Director of Education, Goenka & Associates
- Vipul Sipani, Founder, Business Upturn Media Group
- Joseph P. Chacko, Founder, Frontier India Technology who is also the publisher of the book.

Special attendees included Lt. Col. (Retd.) Shreesh Kumar, a veteran of Op Pawan and the Kargil War, and Capt. Sundeep Shivanagi, a master mariner with four decades of maritime

experience, Nivedita Bhargava, a leading actress and many dignified medical professionals & socialists

A Historic Book on a Forgotten Republic

A City Called Agroha is one of the world's first exhaustive studies of the ancient republic founded by Samrat Agrasen, covering:

- the economic and legal architecture of Agroha
- governance systems, welfare models, and arbitration mechanisms
- fiscal policy, state ethics, and business conduct
- role of women and family institutions
- international trade networks and maritime linkages
- archaeological stratigraphy and historical reconstruction
- parallels between Agrasen's governance and modern constitutional principles

The book integrates archaeology, law, economic history, epigraphy, and oral tradition, unifying scattered fragments into a single scholarly narrative.

Lead author Vaibhav M. Agrawal, co-founder of Commercyon and a prominent maritime & logistics legal professional, said the project stemmed from “a desire to recover India's lost models of ethical commerce and responsible governance and that first step of true nationalism comes from knowing and studying one's own lineage and roots!”

Co-author Neha Mhatre, an archivist and doctoral researcher, noted that the book “bridges material evidence, cultural memory, and academic inquiry in a way never attempted before.”

A Milestone for Indian Scholarship

The launch marked a major contribution to India's historical literature and the Agrawal community's cultural identity. *A City Called Agroha* is now positioned to become a foundational text for scholars, policymakers, and readers interested in India's indigenous traditions of governance and trade.