



BRANDS AND LEADERS CARVING A NICHE

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Bold moves for a bold new era

To win big, organisations and leaders must back bold ambitions with equally bold actions

All too often, we hear of grand ambitions chalked out in strategic master plans. And equally so, we see these plans relegated to these pages, failing to come to life often enough. That is simply because leaders and organisations fail to supplement the grandest of plans with equally grandiose action.

Across a trio of events organised by Team Marksmen Network, one of the Most Innovative Companies of India,

Most Influential Leaders of India, and trailblazers from the world of CX demonstrated how going big is the only way forward. By embracing the thrilling and abandoning timidity, a cross-section of industry leaders are showing the way for others, demonstrating that grand vision needs to be backed up by bold action.

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Sustainability has become very core to investing. Many times, people believe that focussing on sustainability means compromising on returns, but there's empirical evidence that suggests that if you focus on sustainability, it improves your returns and IRRs. So integrating sustainability into your investment philosophy is actually good from an investor's perspective.

Vikram Gupta, Founder and Managing Partner, IvyCap Ventures Advisors Pvt Ltd.



As a leader in today's fast-changing world, no matter what happens, you need to show up every single day because your team is looking up to you. Things will be good, things will be bad; but the fact that you're persistent and consistently showing up matters a lot and will propel you further in your career trajectory.

Mayank Kumar, Co-founder and MD, upGrad

5 pillars of modern leadership

Mahesh Kumar Agrawal, Co-founder & CEO, Areteans, pinpoints some of the most important qualities modern-day leaders must possess

As the business landscape evolves at an unprecedented pace, the role of a leader has become more pivotal than ever before. In my opinion, an effective leader in today's dynamic setting must embody a unique blend of qualities and characteristics that not only steer their team towards success, but also foster a culture of innovation and adaptability.

Acumen

Acumen is cultivated through the ability to evolve in challenging times. In an era defined by rapid technological advancements and global shifts, a leader must possess the ability to swiftly adapt to change. This means embracing new technologies and methodologies, and cultivating a culture within the organisation that thrives on agility and a forward-thinking mindset. Encouraging creativity and fresh perspectives within our teams allows for novel solutions to emerge, driving our organisation forward.

Responsibility

The business landscape is inherently laden with uncertainties and challenges. As leaders, our resilience in the face of adversity becomes the bedrock of a team's confidence and assurance. It is in these turbulent times that they must exhibit steadfast determination and grace, knowing that our composure paves the way forward. Instead of dwelling on problems, we seek opportunities within them. This proactive approach is two-pronged: it resolves issues effectively and propels our organisation towards growth.

Ethics

Ethical leadership is an enduring quality that holds even greater significance in today's business landscape. Upholding a strong moral compass and a commitment to ethical practices builds trust among stakeholders, builds a positive work culture, and ultimately contributes to long-term success. Ethical leadership sets the foundation for sustainable growth and a positive impact on society.

Team Focus

Success today is a collaborative endeavour. Building and nurturing high-performing teams that leverage the diverse strengths of each member is critical. This collaborative spirit extends beyond our organisation's boundaries, encompassing strategic partnerships and alliances that drive mutual growth and innovation.



Expertise that Inspires

Beyond guidance, our role as leaders extends to igniting passion and purpose within our teams. It is important to cultivate deep domain expertise, which inspires team members to stay technically sound and strive for excellence. Along with this, effective communication, empathy, and a genuine investment in the growth and well-being of each team member are the cornerstones of inspiration. To truly inspire, we must adopt a forward thinking visionary perspective. Anticipating trends and technologies empowers proactive decisions. When individuals feel valued and motivated, they naturally give their best to our collective goals.

One may note that the first letter of each trait outlined above spells out "Arete" - this is no coincidence! 'Arete' is the term we use to refer to individuals at Areteans, stemming from 'Arete', the ancient Greek concept of excellence. Each of these traits are the very values we live and breathe at our organization, every single day. They shape our commitment to excellence, not just in the boardroom, but in our everyday actions. By adhering to these principles, we pave the way for a future defined by progress, innovation, and enduring success. Ultimately, a leader's pursuit of excellence is an ongoing journey, because 'Better Never Stops'!

Leadership as a growth catalyst

Rajendra Agarwal, MD & Mentor, Donear Group, one of India's leading lifestyle and fashion house, reflects on delicate balance between demonstrating strong leadership and creating a vibrant workplace

Balancing the need for strong leadership with fostering a collaborative and inclusive workplace is a complex challenge, but it's one that I consider vital for achieving sustainable success in today's dynamic business landscape. Leadership, when done right, should not be at odds with collaboration and inclusivity; rather, it should be the catalyst that drives them forward.

To strike this balance effectively, I've employed a multifaceted approach. First and foremost, I've worked tirelessly to instill a corporate culture that values diversity and inclusion as integral components of our identity. This begins with recruitment and talent acquisition

practices that prioritize diversity, recognizing that a diverse workforce brings a wealth of unique perspectives, experiences, and ideas to the table.

In addition, I embrace a participative leadership style, which means that while I provide overall guidance and direction, I empower my team members to make decisions within their areas of expertise. This autonomy not only fosters a sense of ownership but also unleashes their creative thinking and problem-solving abilities.

Investing in comprehensive training and development programs is another key strategy. Equipping our team with the skills and knowledge they need to excel in their roles not only benefits the individual, but also enhances our collective capabilities as an organization.

Importantly, leadership isn't about having all the answers; it's about knowing when to seek the expertise and input of your colleagues. I actively solicit and value the opinions of my team members, understanding that the best solutions often emerge from collaborative efforts. In essence, I view myself as a facilitator of teamwork, creating an environment where every member can contribute their unique strengths and ideas.

In conclusion, balancing strong leadership with a collaborative and inclusive workplace is not a choice between two competing approaches; it's about integrating both seamlessly to foster an environment where leadership empowers, inclusivity thrives, and collaboration flourishes.



Tapping into the spirit of innovation

Sunil Grewal, Director, Gigabyte Technology India, expounds on how the brand leverages some of the latest technological innovations to manifest ideas into reality

The last few years have witnessed change that has historically spanned decades, and 2023 has been no different. We have seen a surge of interest in curiosity about the power and potential of technology to shape our lives and catalyse progress, whether that is in business or society. Of course, Generative AI is the hot talking point, but it is just one of many innovations driving sustainable, inclusive growth that solves societal challenges the world over.

Increasingly, these innovations are helping consumers shop, live, and work differently, improving their lives immeasurably. At Gigabyte India, we understand the scale of the opportunity to leverage these transformative changes and its potential to usher in perhaps the greatest era in the history of humankind.

This is why we're tapping into the latest innovations and examples of human ingenuity and creativity to create the next generation of smart technologies that will power and shape humankind in the decades to come. Our core philosophy at Gigabyte is to "Upgrade Your Life", and we envision doing so through a comprehensive product lineup encompassing consumer, business, gaming, and cloud systems. As an industry leader with award-winning products including motherboards, graphics cards, laptops, mini-PCs, monitors, and other PC components and accessories, we are perfectly positioned at the intersection of this incredible transformation.

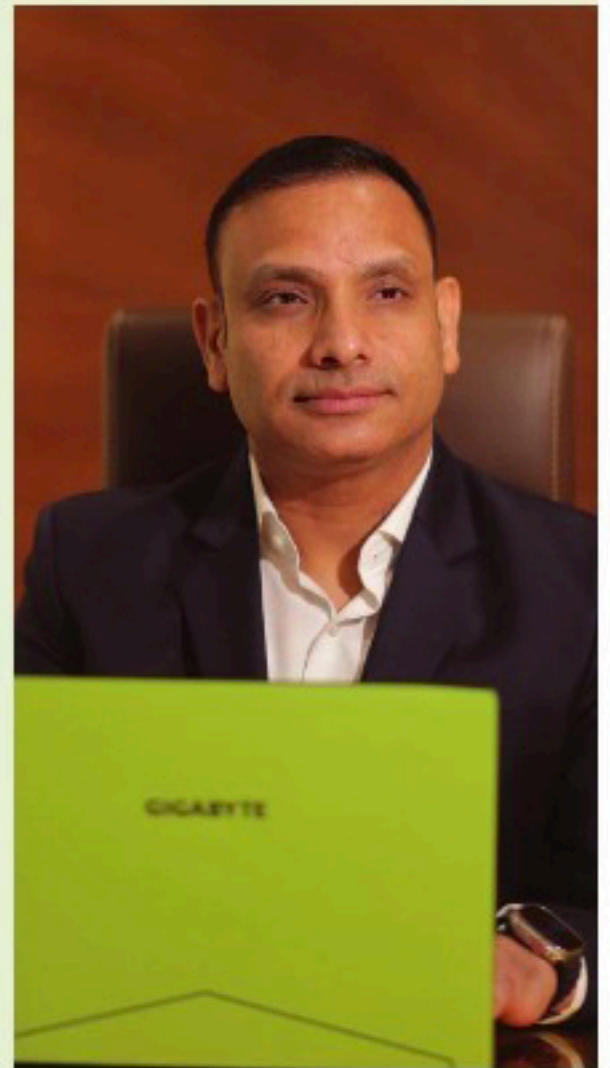
We pride ourselves on being a springboard for fostering marvellous user experiences for content creators and gamers, allowing their imagination to manifest a better life. And on the business side, as a server hardware and solution provider, Gigabyte is poised to extend our scope in business servers and cloud systems with hardware and software

solutions that integrate AI and AIOt applications to allow customers to capture, analyse, and transform digital information into economic data, accelerating businesses' success across the spectrum.

In the decade plus that I have been at Gigabyte India, beginning as Sales Director for the India business, we have gradually started taking a leadership position in the motherboard market and now enjoy a market share of 65%, with a strong leadership position in the PC components market. In our tireless efforts to stay ahead of the pack, we have also built our own service setup, which is one-of-its-kind in the Indian PC industry. With support from our global headquarters, Gigabyte India now has a strong service setup with 6 repair hubs and 54 collection points across India.

We have always been at the forefront, innovating products that will spark creativity. From the adrenaline-pumping Aorus eSport line for enthused gamers, to modern Aero laptops for inspired artists and creators or hardware and software solutions that integrate AI and AIOt applications, we combine innovation and practicality in order to break new ground and crafting technological solutions that make future dreams a reality today.

In an effort to deliver a well-rounded



offering tailored to consumers, we will soon roll-out an initiative dubbed Build with Gigabyte. We're going to create building blocks, and offer options for all the components that come together to build your PC, be it motherboards, or VGA, SSDs, power supplies, cabinets, and more. And since all of this will be available under one roof, we will offer an industry-leading onsite warranty to consumers across India, forming an unbeatable value proposition.

Gigabyte is devoted to inventing smart solutions that enable digitalisation from edge to cloud, allowing customers of all stripes to capture, analyse, and transform their experiences, benefiting humanity and creating a brighter future for all.

Managing the change journey

Mahendra Shah, Chairman & MD, V-Trans India, highlights how holistic approaches are essential to executing a vision and changing it on the fly

In a rapidly changing business environment, logistics companies must focus on a holistic approach. Evolving from a fragmented industry to a technologically infused industry poses its own challenge in transition, both from skill gap to adaptation. Keeping a balance between tradition and technology is the key to staying agile and resilient. As a company with a legacy of over 6 decades, V-Trans has evolved with times and has regularly adopted best practices in the journey.

Some of the key strategies that have worked well for us are digital transformation and automation, investing in real-time visibility and enabling data-driven decision-

making. Investing in team upskilling and having a high focus on service excellence keeps us ahead. Building a collaborative partner network helps in creating a robust network across the country, coupled with investing in strategically located large infrastructure and creating job opportunities across the country. InnoVex, our center of excellence, which is the recent strategic initiative of the group, is going to be a nucleus for various macro-level strategic projects. Our customers are at the centre of all our efforts and hence our strategies greatly encompass being customer-centric.



A problem-solving mindset for a dynamic era

Kishore Kumar Poludasu, MD & CEO, SBI General Insurance, elucidates on the qualities he draws on to navigate challenges and progress to prosperity

During times of uncertainty or crisis, our leadership team and I rely on a set of core principles and strategies to guide our actions. We lead by example, demonstrating composure and confidence. Maintaining a sense of calm helps reassure our team and stakeholders. We prioritize clear and honest communication, regular updates and transparency about the situation, challenges, and our response plan are essential to building trust.

We engage in rigorous scenario planning, considering a range of potential outcomes. This helps us be prepared for various contingencies and adapt swiftly to changing

circumstances. We emphasize empathy and support for our employees, recognizing the stress and anxiety that uncertainty can cause. Apart from that, in crisis situation we proactively interact with our customers and other stakeholders through various communication channels.

We assess our resources and allocate them strategically, focusing on essential areas that require immediate attention while ensuring longterm sustainability. Our approach is built on effective communication, adaptability, empathy, and collaboration while being results focused.



Embracing growth paradigms in apparel manufacturing

Pulkit Seth, Vice Chairman, Pearl Global Industries, outlines what it takes to create a culture of sustained success

At Pearl Global, we prioritize robust risk management and contingency planning to ensure uninterrupted operations during unforeseen events. We invest in continuous skill enhancement for our teams, actively engaging in trade fairs and seminars for ongoing learning. Our factories exemplify process excellence through digitization and automation, utilizing the latest design tools for product development.

Sustainability is at the forefront, integrating blockchain and upgraded sourcing practices into our supply chain. With a global team, we stay informed on industry trends, emphasizing a circular economy, renewable energy integration, employee engagement in sustainability, comprehensive lifecycle assessments, and strict supplier sustainability standards.

