

When you join any organisation, it is vital to adapt yourself into practicing the value that the organisation preaches. You work towards common goals and your success becomes inter-woven with the success of the organisation. Many a times, there are people who lead from the front, take challenges in their stride and play a crucial role towards facilitating its growth. These people turn around and transform a lot of things and make the company grow to unimaginable heights. Meet two such people who have done just that!

LEADING FROM THE FRONT

Coming from a family of academicians, for Saket Agarwal, CEO, Cellebrum Technologies Limited, inclination towards education was paramount since childhood itself. "My professional journey in the field of telecommunications began some 15 years ago. I joined GSM Cellular Business of Spice, Punjab as Head R&D and that's where the idea of forming Cellebrum as a Value Added Service provider was born; and from here on, it was a smooth ride to the top. I have been associated with the company since its inception in 2000. We (my team and I) were fortunate that we had the opportunity to enhance our qualities of creativity and innovation that gave us a definite competitive edge over the rest in the market," expresses Agarwal. From a mere 13 people team in 2000 to over 600 hundred people and from 1 office to 9 offices (including one in Singapore), the company has grown. "We have managed to monetise technology with great business acumen with the help of current professional codes and ethics to build the company into a high performance-oriented business entity with a highly skilled team managing the core and strong business competency verticals for future growth," states Agarwal.

Talking about the kind of challenges he faced, Agarwal shares, "The pursuit of business excellence cannot be a one-time initiative. It has to be a continuum of business developments moving along with the changing demands of the market for increased competitive performance and growth. The challenge was to cater to the diverse needs of people through the mobile handset every-time on time. With initially only a handful of us, the multitasking task that we had to manage was colossal and tough, but our passion for success saw us through this phase with élan."

Agarwal shares his mantra for success and says, "My one mantra for success is, 'to ensure, you commit what you can deliver and deliver what you've committed' and it has always helped me deliver great results and build lasting professional and personal relationships. Have desires, dreams and goals and be a team-player because everyone today seeks one."

team-player because everyone today seeks one."

...TOWARDS BIGGER GOALS

From a very small scale business confined to small wires to one of the largest cable manufacturing companies in India, Anil Gupta, CMD, KEI Industries Pvt Ltd. made sure that his enterprise grew manifold. "From the first day, when I joined my father's business, I had a dream to take the company to newer heights. We were a very small player, back then. In mid 80s, I identified that the power cable segment had vast potential to grow. I discussed it with my father who had the same vision for the company. After doing a lot of research, in 1985, we forayed into the power cable segment and the rest is history. Recently, we have entered into the domestic wires' segment also and are committed to penetrate each and every house of the country with this," expresses Gupta.

When Gupta joined the company, they had a turnover of only Rs 70 lakhs and manpower of 80 people. "Today, we have a turnover of more than Rs 1000 crores and 1500 highly skilled manpower with

ET high flier

THE ECONOMIC TIMES NEW DELHI TUESDAY • 7 APRIL 2009 for careers in the fast lane



PHOTO: VIJAY SANKARANARAYANAN FOR REPRESENTATION PURPOSE ONLY

Taking an enterprise from one level to another and being there to ensure it grows substantially, requires acumen and expertise. Yasmin Taj meets two entrepreneurs who have made their organisations grow, from small to big

CATALYSTS OF GROWTH

us," he states. Talking about the major challenges he faced in order to bring the organisation to this level of success, Gupta informs, "Since I had the dream to expand my business at a faster pace, I faced a lot of difficulties. During the early stages of expansion, we did not have enough money to invest. We had to convince others about our ambition and vision. There was also strong resistance in the market as clients were reluctant to trust a 'new player' but our consistent efforts and product strength got us acceptance from the customers, later on."

"For people who aspire to do something similar, I would say that one should always follow his/her dream and turn it into reality. Anybody can achieve anything through dedication, hard work, consistent efforts, and by having innovative mindsets. Always trust your abilities and be progressive and optimistic in approach," he concludes.

Such people, hence, go on to prove that if you have the right attitude and approach in life, there is nothing that you cannot transform and bring to the highest level of success.

ethighflier@indiatimes.com