

SOLID INFRASTRUCTURE STIMULATING THE GROWTH ENGINE

DRIVING SUCCESS THROUGH PEOPLE-FOCUSED SOLUTIONS THAT ARE HIGHLY COLLABORATIVE AND MEANINGFUL TO THE CUSTOMERS' BUSINESS OUTCOMES WHILE LEVERAGING STRENGTHS TO GROW AND SUCCEED TO THE NEXT LEVEL, MR SRIRAM MAHADEVAN, HAS ALWAYS BEEN PASSIONATE ABOUT IMPROVING THE BRANDS VALUE PROPOSITION.

SRIRAM MAHADEVAN, MANAGING DIRECTOR, JOYVILLE SHAPOORJI HOUSING

Define the growth that the company has seen under your leadership?



Never fear failing as long as you act with good intent and conviction. Always bet on young talents.

I firmly believe that a "leader is as good as the team and vice versa". Thus, to my mind, collectively, during my tenure so far, the aspirational home platform of Shapoorji Pallonji under the brand name Joyville has expanded with a very healthy CAGR. For a business to grow to scale, and stabilise, a couple of factors influence it apart from the core business value proposition. Some of them are:

- Establishment of strong systems and processes.
- Building capabilities through recruiting the best of the talents
- Setting up a productive and collaborative culture across the organisation.
- Driving operational excellence with a measurable performance matrix.
 - High degree of corporate governance right from the beginning.

As a leader, I believe in leading by example and trying to bring out the best in my team members. All the businesses that I have led so far have grown in a responsible way. I always strive to consistently improve the company's competitive positioning amongst our peers and competitors by optimally fulfilling business objectives and providing the best service to our customers.

How do you strategise to stay ahead of the competition?

It is important to understand both the Macro and the Micro-environment for a business to stay relevant with changing times. As a leader, one needs to consistently keep a tab on not just what one is doing in their own business but also what's happening around us to understand some critical areas, namely:

- Macroeconomic performances and outlook to identify opportunities either within the category or an adjacency.
- Latest customer trends which then go in as an input for product innovation.
- Competition benchmarking, which helps us understand our improvement areas
- Government blueprint announcements from time to time to identify opportunities for future pipelines.

My strategic intent evolves from the understanding of the above factors & the customers' value proposition plays a major role when strategizing plans for business development.

What, according to you, are the key factors contributing to the Growth & Development of Infrastructure in India?

Infrastructure, as a whole is one of the most important sectors responsible for the overall development of our country. The Indian economy heavily depends on the sector, as it offers improved growth prospects to strengthen India's global competitiveness. Factors like transport, finance, energy, irrigation, communication, education, and health are some of the major contributors to the growth and development of infrastructure in our country. A solid infrastructure foundation not only stimulates economic growth but also serves as a major growth engine for India's real estate market. Also, infrastructure plays a vital role in the real estate sector as it determines the value of properties in any region.

Any key learnings that you want to share with the new generation leaders?

Never fear failing as long as you act with good intent and conviction. Always bet on young talents. They bring freshness and speed. An organisation's viability depends on its leaders and working environment. Thus, always promote the free flow of exchange of ideas where the objective is to find a solution to customer problems. Providing mid-to-long-term direction to the company's business and striving to help the organisation grow with strategic intent will help sustain the business. ■



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INFRASTRUCTURE
FOUNDATION NOT
ONLY STIMULATES
ECONOMIC
GROWTH BUT
ALSO SERVES
AS A MAJOR
GROWTH ENGINE
FOR INDIA'S REAL
ESTATE MARKET.

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