

REPORTER'S NOTEBOOK

Golden rule spelt out for biz success

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Nov. 25: If you want to succeed in business, don't listen to parents, was the key advice by a leading Chennai entrepreneur to the hordes of young guns who had gathered at the two-day TieCon seminar at the Chennai Trade centre to learn the tricks of the trade.

"Parents are well meaning negative thinkers and owing to their concern, they become over-protective curbing growth," said C. Kumaravel, Chairman of Naturals Beauty salon. So when it's all about money, don't listen to them (parents) honey, he advised recounting his parent's reaction when he proposed to open unisex salons.

Laced with humour and interesting anecdotes, the panel discussion on *Unmal mudiyum thambi* (you can achieve it) proved to be an entertaining one with film comedian Y. Gee. Mahendra as the moderator. In fact, the quote, "*Archanaiyal perumai samikku, prechanayal perumai asamikku*" (chants bring glory to gods and difficulties bring glory to



N. Sankar of Sanmar group and 'Pollachi' N. Mahalingam of Sakthi group were given lifetime achievement awards at Tiecon. Gopal Srinivasan of TVS group applauds them. — DC

humans)" by the beauty salon chairman was acclaimed the most

Talking about his entrepreneurial journey, Aachi group chairman A. Padmasingh

Isaac said, "If you have the willingness to stand on your own feet, you can do it too."

Recalling his first encounter with a stockist, Isaac said, "When we went to sell Aachi brand of masala, they told us to wait till the customer asked for it. And actually, this impelled us to get into a mega advertising campaign to create brand awareness." The company roped in actors like Devayani and Manorama to promote its range of masala products.

Highlighting his personal experiences, Dr A.M.Arun, CMD of Vasam Healthcare group, said his entrepreneurial entry was more a chance one when his father, a pharmacist in Tiruchi, died suddenly.

"I was only 19 and doing my MBBS but my father's death put the onus of running the family and business on me. And owing to this, I took 10 years to complete a 5-year MBBS course," he said that drew a comment about his "detailed study" from Mahendra.

In all, the three entrepreneurs harped on the fact that determination, hard work and a little bit of good luck were the key to the success of any business.