



# ICONIC BUSINESS LEADERS

## BUILD RICH ECONOMIES



Every era comes with its own set of iconic entrepreneurs from across diverse industries. Some names have gone down the history pages in golden letters for their spectacular contribution to the world population with innovative enterprise. Industry leaders are visionary individuals, who follow their dream with fierce passion backed by knowledge, integrity, courage to adapt, learn, unlearn and relearn in an evolving market that celebrates the bold. Most importantly, these idea-makers ensure that their concepts transform, benefit and enhance quality of millions of lives world-wide.

**A** faster churning of innovative concepts, ventures, partnerships and collaborations making the global economy very vibrant, is a phenomenon of recent decades. Advancement of technology can be credited to a large extent for making the global business platform very dynamic, besides giving rise to new industry verticals. But who are the movers and shakers breaking conventional boundaries to

explore and create incredible wealth of ideas and possibilities that a human mind can aim and achieve? These are business leaders, who dare to explore, experiment, encourage and support financially to actualise concepts for the benefit and betterment of humankind. From which strata or economic background such men and women come from is amazing. Some entrepreneurs have risen from the grassroots; some are first generation

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entrepreneurs of their family; others take pride in the business legacy that they belong to and take it forward by diversifying, if need be, adding more heft and pelf to their company profile. Nevertheless, this mix of leaders make for interesting case studies for business graduates as there are no set rules to achieve success other than the primary need of a unique concept, a vision, belief in one's goals, willingness to put in hard-work and keeping in mind the impact it would have on mankind. The ones who dare to be different are the ones, who write history!

What is common about most successful business leaders? They have innumerable characteristic attributes that make them different from the crowd. The crucial amongst them is the contribution of these leaders in creating a highly productive and engaging work environment for personal and professional growth of all stakeholders for ensuring sustained prosperity in a sharply competitive market. To succeed, leaders should be willing to work with a smart team, a fact observed by Azim Premji, Chairman of Wipro, who reportedly said, "Leadership is the



self-confidence of working with people smarter than you." In recent decades, innovation is the mantra in a fast-evolving digital world for retaining market leadership.

India is amongst the world's largest population with 18 million Indians residing outside their country by 2020, according to the United Nations, which makes the nation one of the most vibrant economies with a promising growth trajectory attracting many foreign global brands to partner with Indian business leaders. India, has also given some global corporate honchos to the world such as Sundar Pichai, Satya Nadella, Rajeev Suri, Sanjeev Mathrani, Laxman Narasimhan, Indra Nooyi, Shantanu Narayan and several others. These corporate leaders with diverse skill-sets and leadership qualities have been an ace at setting targets, motivating their employees, and personifying the spirit and culture of their company, winning them global recognition and have made for inspirational stories for the aspiring youth.

India is a thriving turf for conglomerates led by iconic business leaders such as Ratan Tata, Mukesh Ambani, K Mangalam Birla, Dilip Sanghvi, Adi Godrej, Azim Premji, Anand Gopal Mahindra, Narayana Murthy, Dr R.A. Mashalkar, Lakshmi Mittal, Hinduja brothers, Gautam Shantilal Adan, Shiv Nadar and his daughter Roshni Nadar Malhotra, Kiran Majumdar Shaw, and several other leading names including the young Adar Poonawala, Chief Executive Officer of the Serum Institute of India, a face and name that one gets to see and read since the outbreak of the Covid-19 pandemic. Smart strategists make for great leaders, a trait found ample in bright young people, who have dared to tread the unbeaten path by setting-up their own start-up ventures or heading a well-established popular brand, for which they need to push innovative boundaries to come up with new concepts for keeping the entity vibrant and inviting. Among the leading start-up entrepreneurs are Byju Raveendran of online tutorial Byju's, Supam Maheshwari of First City, Ashish Goel of Urban Ladder, Yashish Dahiya, CEO of Policy Bazar, Abhinay Choudhari of Big Basket, besides many others. These business leaders understand that the ingredients for a successful enterprise begins with an idea, but on ground they are translated into reality by the staff and so they focus on employee productivity, satisfaction and pride in what they do by aligning themselves with the company's vision and mission, factors that are foremost in the strategy and work culture that they adopt.

A recent survey has revealed that as of May

2021, the number of billionaires in India has shown a significant rise from 102 to 140, placing it at third rank in the world after the United States and China. Leading amongst the corporate giants is Mukesh Ambani, Chairman and Managing Director of Reliance Industries, who is India's wealthiest business leaders and is ranked eighth amongst the world's top 10, with a net worth of \$83 billion, as mentioned on the Hurun Global Rich List. Other leading entrepreneurs who have changed the global landscape of their industries with innovative ideas include names such as Jeff Bezos – Amazon, Warren Buffett – Berkshire Hathaway, Tim Cook – Apple, Patrick Doyle – Domino's, Reed Hastings- Netflix, Jørgen Vig Knudstorp-LEGO, Mark Zuckerberg – Facebook, Jan Koum – WhatsApp, Larry Page – Google, Brian Chesky – Airbnb, Mark Parker – Nike, to name a few.

If one takes a closer look, world's top business

Motors, who is said to have observed, "If we win the hearts and minds of employees, we're going to have better business success." Unrelenting enthusiasm and single-minded dedication over a long period are integral to the success stories of such business tycoons. They have created brands high on values, trust, quality and impeccable service. The world's richest entrepreneur, Tesla founder and CEO Elon Musk is said to have stated, "Constantly think about how you could be doing things better and questioning yourself."

Understanding one's own strengths and weaknesses and working on them, decisiveness to enable quick decision making, patience and compassion for treating employees and all stakeholders fairly and without any bias, keeping a lively and positive frame of mind to motivate the team and most importantly integrity where keeping one's words and the promises made as a brand



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leaders and start-up entrepreneurs have come up with original ideas that facilitates the world community with new conveniences while serving their country's local needs, empowering them to join the elite club of developed nations. A million dollar advise by Herb Kelleher, Founder of Southwest Airlines on business, leadership, and employees reportedly goes as, "Your employees come first. And if you treat your employees right, guess what? Your customers come back, and that makes your shareholders happy. Start with employees and the rest follows from that." A similar view is shared by Marry Barra, Chairperson and CEO of General

to the customers, earn respect across the board. These are factual as well as practical approach that business magnates and leaders have implemented for building a strong and sustainable business foundation offering growth opportunities and a healthy work environment that are fundamental for ensuring team satisfaction, loyalty and reliability. Business tycoon, Mukesh Ambani, has aptly summed up the spirit of enterprise and is said to have stated, "Today I see a billion people as a billion potential consumers, an opportunity to generate value for them and to make a return for myself." ■



# TRAILBLAZING A PATH IN INDIA'S DIGITAL TRANSFORMATION



**Helmed by Dr. CSS Bharathy, a first-generation entrepreneur and founder of Fusion VR, one of India's leading Virtual Reality (VR) firms is committed to the digital transformation of India's manufacturing sector**

**Dr. CSS Bharathy, Founder**



**F**usion VR has set a smart pace in India's digital space by pioneering commercial use of Virtual Reality & Augmented Reality Technologies in the country. Backed by over a decade of rich experience in developing and implementing solutions in India, Singapore and the Middle East, Fusion VR is set to empower Smart Industries for the 21st Century.

Fusion VR is emerging as one of the most dynamic companies to maximize the deployment of VR, AR, MR and digital twins. Dr. Bharathy's mission is to accelerate the adoption of Industry 4.0 technologies such as AR, VR, MR and Digital Twins, enabling smart factories and helping India achieve growth and self-reliance envisioned by our Prime Minister, Narendra Modi.

ImmeX-Zone was the first ever commercially launched real immersive VR product in India and Singapore with indigenously developed VR-HMD and a Dynamic Haptics & Effects integrated Simulation-Platform for an ultimate VR-Experience of that time.

Kickstarting its operations with the Virtual Reality Operator Training Simulator (VR-OTS), which was delivered to Yokogawa Engineering Asia, Singapore, Fusion VR has aimed to consistently deliver challenging projects for government and international clients. It has evolved into Fusion VR's amazing Proprietary XR-Platform which can deliver custom critical safety and productivity solutions within compressed timelines.

Fusion VR's solutions enable multi-verticals to enhance production efficiencies, eliminate safety incidents and increase profitability. Dr. Bharathy and his team's mission is to transform every idea into an exciting XR Product, which ultimately delivers a great experiential learning experience and unbelievable Return-On-Investment (ROI) benefits to their clients.

The Fusion VR team comprises a multidisciplinary mix of engineers, technologists, artists, Subject Matter Experts and consultants with several decades of experience across various industries. A lot of time is invested by them in listening to a customer's problems and challenges and carefully evaluating and designing solutions to address them in a holistic and sustainable manner.

#### INDUSTRY PARTNER

The primary focus of Fusion VR is to enable adoption

**His extensive experience in petrochemical plant operations and passion for technology helped him understand the transformative power of immersive technologies. Fusion VR conceptualized the Digital Twin-based virtual reality operator training simulator (VR-OTS) as early as in 2012. ”**

of immersive technologies in the Chemicals, Oil & Gas, Automotive, Nuclear, Power, Mining and Pharma sectors. These industries which form the backbone of India's economy are ideal candidates to harness the power of immersive technologies. Dr. Bharathy, in fact, urges CEOs, CTOs and CFOs to understand how these can transform the company's bottom line.

#### MUSEUM PROJECTS

Another pivotal point of interest for Fusion VR's expertise is in areas concerned with preserving of India's rich cultural, historic, political and corporate history. Under Dr. Bharathy's stewardship Fusion VR has pivoted also towards the field of digital museums and corporate experience centres. He was the first Certified Adobe Video Specialist and Instructor in South East Asia in 2004.

The company has been recently commissioned the Amma Museum and Knowledge Park at Chennai, showcasing the best interactive digital museum experience in India; its focus is the late Chief Minister of Tamil Nadu, Dr. J. Jayalalithaa. Fusion VR has received recognition not only for the excellent quality of the experiences, but also for executing this project in a record time of 8 weeks using local engineering and technological expertise. Fusion VR is also recognized for its invaluable work with the Experience Vivekananda at RKM Museums, the Pallava Dynasty – 7DX show, Mamallapuram etc. ■

[www.fusionvr.in](http://www.fusionvr.in)