

# “Being part of a great growth story is a great feeling”

▶ **I love my brand:** It invokes respect, trust and dignity. We strongly believe that we are a major player contributing to the task of infrastructure development and nation building. Our brand is positioned on the 'Mazboot' (strength) plank.

▶ **My job is great:** Being part of a great growth story is a great feeling. Moreover, there is also a major focus on innovation and tremendous freedom offered to try out new ideas. There is also a great culture of 'caring' set by our dynamic and inspirational MD, Vinita Singhania, and this really percolates down the level across the organization.

▶ **Most inspirational moment:** That was when JK Lakshmi Cement won the 'Star' brand award this year. Far from cement being a commodity, we were suddenly in the league of IBM, Nokia, General Motors and many other famous brands with whom we shared the honours.

▶ **Turning point in my career:** Being selected as director (marketing) for *Hindustan Times* to take on the *The Times of India*. That was the first time that the organisation took a non-media person for a top position. This gave me the confidence that I could operate in a totally different sector from what I had operated in the early part of my career.

▶ **First thing I do after entering the office:** Pray to the almighty, open my diary and jot down all the key tasks to be done for the day along with the busy schedule of prefixed meetings.

▶ **My favourite social networking site:** Facebook. Apart from helping to keep in touch with friends, it is also becoming a good medium of communication with channel partners at large.

▶ **In my free time:** I like to catch up



## Beyond BRANDS

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on my reading and listen to classical music. Also I like to network with old friends from IIT/IIM.

▶ **Average number of job offers I get in a year:** I have stopped taking headhunter calls. I politely offer to give them some references from the industry, in case they need it.

▶ **Brands I wear:** Tissot, Montblanc, Giovanni, Zodiac, Pierre Cardin

*Astold to  
Banasree Purkayastha*