

# Erospeak

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## SAMSUNG A CUT ABOVE



### SAMSUNG - A CUT ABOVE

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**EROS**

follow the future



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**CHAIRMAN'S MESSAGE**

Value is a term which has many tangible and intangible connotations. Value can be seen tangibly when a company evaluates its profits, assets and capitalization. This results in a company being profitable, valuable and even recognised as an industry leader. But there is a value that is more important but is intangible. This value is what every customer, internal and external, feels and experiences when they interact with the company. Be it in pre sales or after sales, customer service or customer delivery, recruitment or exit, every aspect results in a value that is intangible but contributes significantly to what we call brand equity and brand value. It is this value, we at Eros Group try to inculcate in our employees so as to build an organisation that works for its customers and creates an experience that is truly valuable. This is why we are 3 years in a row a SUPERBRAND.

Yousuf Badri  
Chairman & Managing Director  
Eros Group



**FROM THE CEO'S DESK**

Summer in Dubai usually is the time when expatriates are headed back home and tourists don't come. No more. SUMMER IN DUBAI is now an event that attracts tourists from across the GCC and beyond. It also provides enough reason for expatriates to stay put. With events across malls and the holy season moving into summer, retailers are making good. Business is peaking and growth is well on the cards. This is a very important and crucial period as Dubai gets ready to close in on its bid for Expo2020. The growth indicators show that not only has Dubai bounced back but it has done it in style. The Expo2020 in Dubai would be the jewel in the crown. We are optimistic and see this as an ideal time to grow. Our newest business division – Lifestyle Business Group – is a step in this direction. Expansion is crucial to us meeting and delivering on the plans that Dubai 2020 and Abu Dhabi 2030 outline. We are confident of our growth and success and look forward to this crucial period which will be the next leap for the UAE.

Deepak Babani  
Chief Executive Officer  
Eros Group



**EDITOR'S NOTE**

Samsung recently became the world's most profitable mobile manufacturer overtaking Apple. In this issue of *Erospeak* we speak to two people within Samsung Gulf

who through their successful strategies and product launches in the MENA region are part of the global success and in turn making history. Also we feature the newest Business Group created to address a new dimension of the electronics convergence paradigm – Lifestyle Business Group. With retailers going upcountry we speak to our regional incharges in Al Ain & Northern Emirates to find out why. Also you can catch all the action of the Eros Fun Day at InSportz Dubai and all the activity from the mega TCL – Iron Man 3 partnership in the UAE. Regular features like market speak, product speak and brief speak keep you in touch with all that happens every day at Eros Group. Happy Reading.

Rajat Asthana  
Editor, *Erospeak*



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## LSBG: ADDING STYLE TO LIFE

**SATHISH SHENOY**

Advisor - LSBG

In 2012, Eros Group in line with its continuous expansion plans created a new Business Group – Lifestyle Business Group – to distribute and market niche electronic products that added style to life. In over 18 months, the Group has introduced 9 brands in the UAE and is slowly but steadily making lifestyle chic in the UAE.

*Erospeak* spoke with Sathish Shenoy, Advisor, LSBG on the division and its plans. Excerpts:

**What are the broad trends in technology which are creating the need for lifestyle products in consumer electronics product segment?**

The world is witnessing a dramatic pace of technological innovations which are reshaping the way people communicate, create, view and enjoy multimedia content; record, archive and share information. Exploding sales of portable smart devices such as smartphones, tablets, notebooks and convergence between TV, PC and portable devices, coupled with rapid penetration of high speed internet access, digitalization of multimedia content and rapid rise of social networks are creating demand for products and services which help consumers improve their lives.

**What are the objectives in creating a Lifestyle Business Group in Eros Group?**

Eros Group, a pioneer in the UAE consumer electronics, mobile phones, IT products and home appliances sectors, has found a growing opportunity in products that assist convergence between TV, PC and Portable devices. LSBG is set up to leverage the demand for technology-based lifestyle products. The new business group will focus on bringing innovative products and accessories which offer ease of use in Audio, Video, Home Networking, and related fields. LSBG understands the changing customer dynamics that are creating new market needs and our aim is to make available

value added products for customers to understand the need and value its solutions. At LSBG, we take interest in providing new products which have not been made available locally so far but have found success in other markets.

**What are the broad categories of products that Eros Group proposes to make available to consumers in the region?**

LSBG will broadly cover product categories which include: Wireless Multi-Room HiFi systems, Lifestyle Audio and Video products, PC Audio products, Media Centers and Servers, Whole Home networking products, Home Security and Intrusion Alarm Systems, Technology-based Health and Fitness products, Portable Power solutions, Mobile phone accessories, Memory Cards and Flash Drives, Rechargeable and eco friendly batteries, World Travel Accessories, Camera Accessories, Solar chargers and Lamps.

**Are there plans to offer services along with products?**

There is a tremendous need for services in several categories which include: Whole Home Networking, Hybrid networking, Setting up streaming audio, video and image streaming media from internet, using technologies such as DLNA to offer best user experience, security and alarm systems etc. Our aim is to become a one-window service provider for all audio video needs of high end customers.

**What are the sales and marketing plans of LSBG?**

Since the products target a niche segment, LSBG will focus heavily on cost-effective digital media marketing and leverage social networks, targeting its message to the right user segments. We have already launched our Facebook page and other Social Media platforms. LSBG will leverage existing relationship between key channel partners in key retail and niche dealer segments. In addition to that, LSBG will support E-commerce initiatives and online shops aggressively.

**What is the geographic region covered by Eros Group for LSBG products?**

For several products marketed by LSBG, Eros Group has regional distribution rights which cover GCC countries as well as some of the East African countries.

**LSBG Brand Portfolio**

**Sonos:** Wireless Multi-room HiFi products

**Velbon:** Tripods, Monopod and Accessories

**Transcend:** Flash Memory, USB Flash Drive, Hard Disks

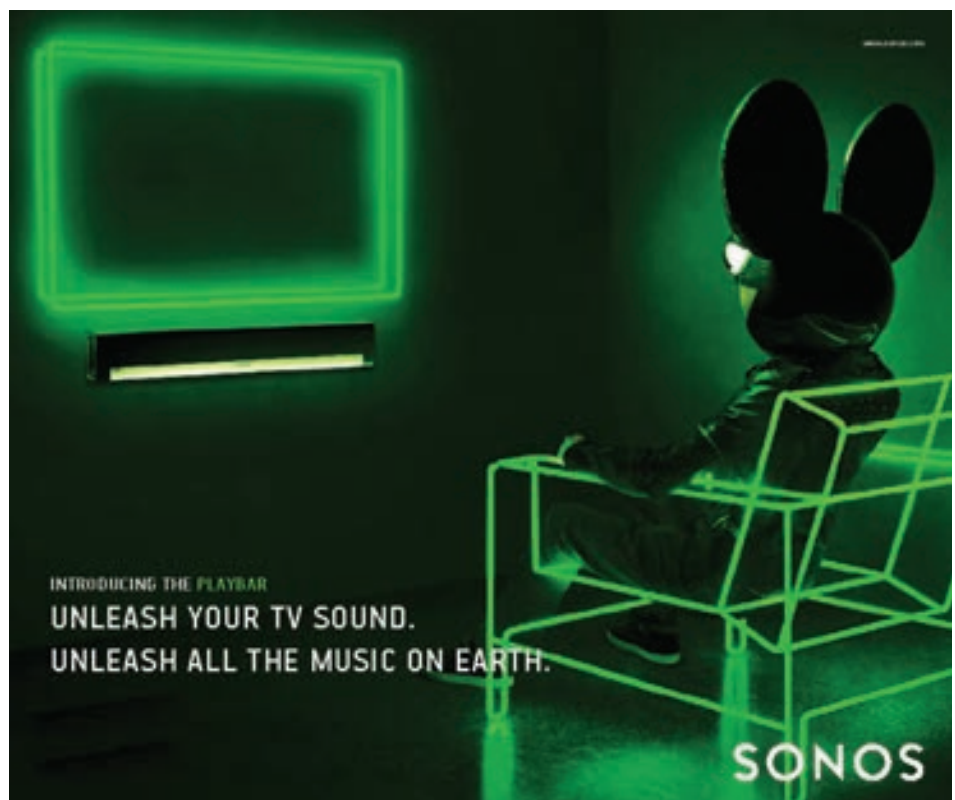
**Audioengine:** High quality PC Audio speakers, DACs

**Mede8er:** Full HD Bluray Media Players

**FiiO:** Headphone Amplifiers, DACs, DAPs

**Foscam:** WiFi and Network Cameras

**GP Batteries:** Rechargeable batteries, Portable Power Packs, Solar Lamps and Chargers



REACHING OUT TO 'FAR FLUNG' AREAS



**WASIL SIDDIQUI**  
Region In-Charge, Al Ain

UAE is a small country with a wide retail footprint. This retail powerhouse was largely focused in Dubai during recent years and has expanded to Abu Dhabi & Sharjah. Other regions like Al Ain, Ras Al Khaimah & Fujairah while less than 90 minutes' drive from Dubai were considered far-flung areas. This has changed in recent years, with retailers looking to expand into these regions. Eros Group has been present in these areas for quite some time.

Erospeak spoke with the Regional In-charges, Wasil Siddiqui for Al Ain and Kishore Rai for Northern Emirates. Excerpts from the interview:

Please give us an overall view of the region you handle.

**Wasil Siddiqui:** Al Ain has a higher proportion of Emirati nationals than elsewhere in the country, but the majority of its residents are expatriates particularly from the Indian sub-continent. However, there are fewer expatriates from other countries in comparison to the larger centers of Abu Dhabi and Dubai. Al Ain is an important business and services center for a wide area extending into Oman. There are three major shopping centers, Al Ain Mall, Al Jimi Mall and Al Bawadi Mall. Recent interest has ensured that industry grows, but it is still on a small scale.

**Kishore Rai:** The Northern Emirates (Ras Al Khaimah & Fujairah) are well-versed with the power retail concept, but still many locals do shopping at traditional markets. Eros



**KISHORE RAI**  
Region In-Charge, Northern Emirates

Group has a wide footprint in the region for many years and recently overcoming some difficulties, we have even been able to extend our reach near the Oman border.

Your respective regions are gaining a lot of attention from the retail sector. Is the growth of organized retail impacting the traditional distribution channels in your region?

**WS:** The ambitious Plan 2030 decided by UAE government for Al Ain in 2009 is on path to achieve desired objectives. The plan outlines growth, economic development, high quality of life, population stability, Social & community healthcare. This has been one of the main reasons why retailers are attracted to Al Ain. Since the Development Department is focusing on infrastructure & higher quality of life, organized retail is able to provide better options, quality & more organized infrastructure as compared to traditional distributors, which are hence affecting their business.

**KR:** Fujairah region stretches for over 180 kms which is dotted with a wide range of traditional shopping options. In such a scenario, 70% locals still do their shopping at the souq. Credit facilities and relationships also play a large part in the shopping and purchasing decisions. However, the recent shifting of oil reservoirs from Abu Dhabi to Fujairah is expected to attract over 30,000 families to the region. With all this development, all major retailers have already made their base here. This will have an impact on traditional channels as 0% interest plans,

after sales service and other improved benefits should help the organized retail.

What are the challenges you face in your region?

**WS:** Geographically, Al Ain is a huge area and hence day to day tasks can become time consuming as compared to the more compact main centres. Since Eros Group has its own branch office, well-developed logistics and after sales infrastructure along with 40 well trained individuals addressing the concerns of the market, there is less stress on the job.

**KR:** We still have to face the organized and traditional channel battle. Our analysis show that consumers visit the retail channel to see the models on display and then they visit their friendly traditional channel to make the purchase; sometimes on improved credit terms. We are looking to find the right balance for ensuring sales across channels.

How do you see your region growing in the coming years?

**WS:** As per research conducted by Abu Dhabi Urban Planning council in Al Ain market projection, by 2020 population growth will be 32% and tourist inflow will be over 50%. This is a clear indicator that business will continue to grow and there is scope for retail growth.

**KR:** As I have mentioned, the recent shifting of the oil reservoirs from Abu Dhabi to Fujairah and the growing focus of tourism in Ras Al Khaimah are the key growth indicators for retail in the Northern Emirates. With our established network, Eros Group is well-positioned to take benefit of this development and growth.

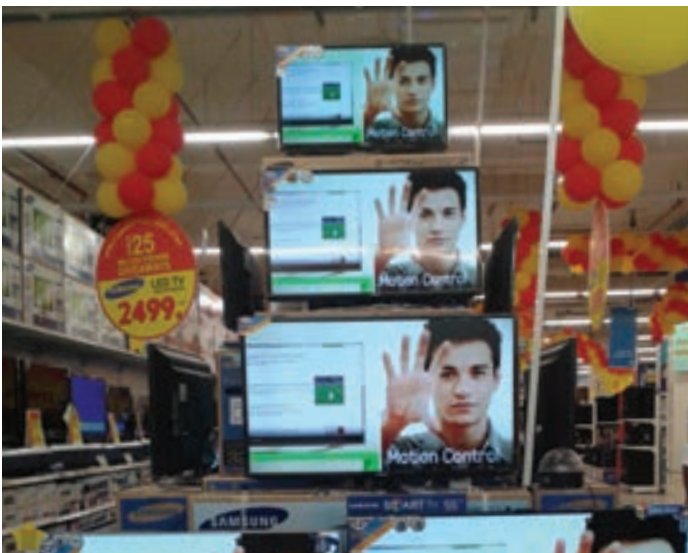
ELECTRONIC RETAILERS/ HYPERMARKETS

Al Ain



Northern Emirates





## SAMSUNG : A CUT ABOVE

**VINOD NAIR**

GM - CTV Business  
Samsung Gulf Electronics

**HAYSSAM YASINE**

Head - Telecommunications Group  
Samsung Gulf Electronics

**In less than a decade, Samsung has moved to become the world's most profitable mobile manufacturer, taking over the leader - Apple. This achievement was on the cards for quite some time but with recent technology advances on both the mobile and television fronts Samsung is set to consolidate its position as the leader - worldwide.**

*Erospeak* spoke with, **Vinod Nair, GM, CTV Business & Hayssam Yasine, Head, Telecommunications Group** at Samsung Gulf Electronics, the 2 drivers of the Samsung brand in the Middle East on their strategies and their contribution to the global Samsung plan.

#### **What has been Samsung's strategy for success?**

**Vinod Nair(VN):** Samsung's success in the AV category is attributed to many factors. At Samsung we aim to create new technologies and innovative products that inspire as well as deliver value to enhance the lives of our consumers. Innovation is crucial to Samsung's business. As new technologies are being constantly introduced to the market, speed is essential for staying competitive in today's ever-changing digital era; new markets have to be pioneered continuously. Through the

interplay of creative, imaginative people; a global R&D network; an organization that encourages collaboration and co-operation among business partners across the supply chain; and a strong commitment to ongoing investment, we at Samsung have put R&D at the heart of everything that we do.

**Hayssam Yasine(HY):** The mobile market in the UAE has seen smartphone prices fall, a greater variety of choice of smartphone models available and the introduction of faster and more reliable wireless networks across the country. These three factors have had a measurable impact on consumers that view feature-packed connected devices as the most attractive option. As a result, by 2017 IDC forecasts that 1.5 billion smartphones will be shipped worldwide, which equates to just over two-thirds of the total mobile phone market as these factors become more prevalent.

#### **What are Samsung's expansion plans for the near future?**

**VN:** Recently, we successfully launched the 85" UHD TV, the world's largest home entertainment television, in the Gulf. As a follow up, we would soon be offering 55" and 65" UHD screens to the consumers in the Middle East. Later this year, we would also be introducing in the Gulf markets our OLED TVs,

which were launched globally earlier this year. Our Smart TV range stems from our vision to provide consumers with the most innovative products in home entertainment. We are pioneers in the Smart TV segment and with any future line-ups that we bring to market; we will continue to raise the bar in terms of design, performance and picture quality. As we continue to build upon the success of our Smart TVs, we will continue to provide the best interactive and most personalized experience beyond just web browsing and broadcast television.

**HY:** The market continues to demonstrate a diverse set of consumer needs and we are committed to responding to a wide portfolio of products, based on our synergy of world-class hardware, software and services providing meaningful experiences for consumers in the Gulf. Samsung is the world-leading smartphone manufacturer and to ensure that we stay no.1 globally and in the region, we are continuously striving to keep our finger on the consumer's pulse. At Samsung we dedicate a significant amount of resources to research and development so that we can constantly stay abreast on consumer usage patterns, demands and expectations. For example, through a research we found that that people prefer larger screens on smartphones so that they can enjoy HD content on a portable yet functional screen

size. As screens get larger, finding the right size that fits both usability and portability is often difficult. Through various prototyping however we found that 5 inches is ideal for most smartphone users, which is one of the reasons that the GALAXY S4 has been doing so well. Moving forward this year, we will continue to listen to our consumers to launch innovative new product line-ups that deliver exactly what they need.

### Can you tell us what exciting features can consumers look to in AV?

**VN:** The 2013 Smart TV line-up represents Samsung's third generation of Smart TVs. Highlights of the 2013 features include:

- A redesigned Samsung Smart Hub that offers three dynamic menu panels to help consumers manage and navigate different types of content.
- With S-Recommendation, consumers can easily find the content they want – whether on the TV or via premium VOD services – thanks to personalized recommendations based on their viewing habits over time.
- Smart Evolution Kit gives owners of flagship 2012 Samsung TVs the opportunity to update their models with some of the latest features from 2013 without having to buy a new set.
- A quad-core CPU enables quick app launching, web browsing and multi-tasking.
- Smart View lets consumers move content seamlessly from the TV to connected devices and back in real-time, so consumers never miss a moment of their favorite shows using AllShare.
- Advanced Smart Interaction allows consumers to use everyday language and casual gestures to control the TV.
- We have increased the amount of local content available on our Smart TVs with the recent introduction of a number of applications that consumers can download from Samsung Application Store. These include icflix, which offers a range of Bollywood, Hollywood and Jazwood video content, Yala App, which offers a selection of free Arabic music that can be streamed on the SmartTV and more recently Ramadan-specific applications such as the Quran App, Prayer Times and Husn Al Muslim.

### After the successful launch of the Galaxy S4 you have now launched the Galaxy Zoom. Please tell us a bit more about this new category?

**HY:** We launched the new Samsung GALAXY S4 Zoom, a powerful new device that combines the stylish heritage of the latest GALAXY S4 smartphone with advanced photographic capabilities in the UAE in early July. Part of the GALAXY S4 family, the GALAXY S4 Zoom is the realization of Samsung's mission to create a single device that can fulfill the role of both an industry-leading smartphone and a high-end compact camera. Combining 10x Optical Zoom, 16 Mega Pixel CMOS Sensor, OIS and Xenon Flash with the very latest Samsung GALAXY S4 technology, the GALAXY S4 zoom sets new standards for perfect mobile photography. It is the ultimate smartphone and camera experience in one.



The Samsung GALAXY S4 zoom is aimed at every smartphone user who enjoys living in a connected world and expressing themselves through a multitude of images, they can take throughout their day using the different modes and capabilities the GALAXY S4 zoom has to offer. The Samsung GALAXY S4 zoom opens up a completely new connected device category that has been built on the continued need for users to share better images in an instant.

### What do you think are the latest consumer trends in the electronic industry?

**VN:** One of the biggest trends for this year is consumers demand for bigger screen sizes in TVs. Based on that, we have expanded our Smart TV lineup to include a range of bigger screen sizes.

In addition to that, the increase in social media usage in the region has also prompted consumers to purchase TVs that enable them to connect, share and engage with others on social media networks using their Smart TVs. Social Media platforms such as Facebook and Twitter are among the top downloaded Samsung SMART TV applications in the region.

### How has Samsung mobile's performance been the past year?

**HY:** Within the UAE specifically, Samsung recorded a 117% increase year-on-year in smartphone devices sales, as of May 2013 and according to the GfK Retail Audit data, 50.7% value market share for Smart Phones in UAE, as of May 2013.

Our success so far in 2013 has come from the recent launches of some of our flagship smartphone devices such as the Samsung GALAXY S4, which we launched earlier this year. We also had a great year in 2012, which gave us significant traction as we entered 2013, however the main growth in sales has been spurred on by the launch of our new devices, teamed with our comprehensive portfolio of mid-range feature phones, smartphones and tablets available in the UAE market.

### Where do you see the retail industry moving in the coming years?

**HY:** The UAE is continuing to emerge as one of the most attractive retail destinations worldwide based upon its foundations of strong economy, a growing middle class, surging consumer confidence in technology and increasing domestic consumption. The mobile device market in the region is also changing rapidly. According to a recent survey conducted by Google, the UAE ranked the highest in the world in terms of smartphone penetration, with 62% of consumers owning smartphones, an 18% growth in one year.

**VN:** Electronics retail is becoming extremely competitive these days. Increasing cost of retail space is dramatically increasing the cost of operations for the retailers. In the past a lot of the costs were offset by the branding and space rental fees from different vendors. But with the overall margins of the industry shrinking, even brands are looking at the efficiency of their investments in retail. There is a limit to which branding and display can help in sell out. Beyond a certain point, the incremental returns are minimal.

On the other hand, there is also a serious fight for consumers between the two different formats – hypermarkets and specialty retailers. While hypermarkets have a big basket of products (grocery, FMCG) to attract consumers, specialty retailers have to work with a limited category (electronics products) where margins are getting thinner. There is a genuine need for them to streamline their operations and come up with unique value propositions which will drive consumers to their stores with higher willingness to pay. Since the retail offers are pretty standard for vendors across the different retailers, each retailer will have to develop their own unique offerings and services which will help to grow their topline results. The ones who can do this fastest will survive.

**How has your partnership with Eros Group been so far?**

**HY:** Eros has been a trusted strategic retail and distribution partner of Samsung for many years. We place a significant value on Eros' ability to feature our wide range of devices to our

consumers in the region continuously achieving its sales and business goals. Eros and its highly trained sales team always strive to support Samsung's growth in the UAE market and we look forward to continue working closely with them, as we launch our new product range in the region.

### EXPANDING THE GALAXY



Samsung  
GALAXY S4

Samsung  
GALAXY S4 zoom

Samsung  
GALAXY S4 mini

Samsung  
GALAXY S4 ACTIVE





EROS FUN DAY @ INSPORTZ, DUBAI





TCL - IRON MAN 3 EVENT @ THE INTERCONTINENTAL HOTEL, DUBAI



TCL - IRON MAN 3 PREMIERE @ GRAND MEGAPLEX, DUBAI



EROS DIGITAL HOME, THE DUBAI MALL, DUBAI

30



EROS DIGITAL HOME, CENTURY MALL, FUJAIRAH

31



EROS DIGITAL HOME, SAHARA MALL, SHARJAH

32



EROS DIGITAL HOME, WAFI MALL, DUBAI

33



BLOOD DONATION DRIVE



HEALTH AWARENESS CAMPAIGN



PASS IT ON CAMPAIGN WITH GREENFIELD COMMUNITY SCHOOL



HEAT STRESS AWARENESS PROGRAMME







SAMSUNG

SAMSUNG



**BRAND: SAMSUNG**  
**MODEL NO:** Galaxy Zoom - SM-C101

**FEATURES:**  
Display - 4.3" Super AMOLED, qHD  
CPU - 1.5Ghz Dual Core  
Memory - 8GB+microSD, 1.5GB RAM  
OS - Android Jelly Bean v4.2  
Camera - 16MP with 10x Optical Zoom, OIS, 24-240mm, F3.1-F6.3, Xenon Flash, 1.9MP Front Cam  
Extra Features – Wi-Fi , GPS, Bluetooth 4.0, Compass, NFC, Samsung Watch On, Group Play, S Travel, Samsung Hub

SAMSUNG



**BRAND-SAMSUNG**  
**MODEL:** UA85S9  
**DESCRIPTION:** 85 inch UHD TV

**FEATURES:**  
Ultra High Definition -  
4 times Full HD Resolution  
Built in 4k Upscaler  
One Connect - UHD Standards Ready  
Timeless Gallery Design  
120W RMS, 2.2Ch Speakers  
Quad Core Processor  
Clear Motion Rate 1000Hz  
Precision Black Pro  
Micro Dimming Ultimate  
Built-in Camera (Pop-up)

HITACHI

HITACHI



**BRAND: HITACHI**  
**MODEL:** RWB550PUK2GBW  
**DESCRIPTION:** Hitachi Bottom Freezer

**FEATURES:**  
550 litres Bottom Freezer Refrigerator  
Inverter Controlled Compressor  
Touch Screen Controller  
Smart Open Vegetable Compartment  
LED Light

SONOS

SONOS  
THE WIRELESS HiFi SYSTEM

**BRAND: SONOS**  
**MODEL NO: PBAR1UK1BLK**  
**DESCRIPTION:** SONOS Playbar



**FEATURES:**  
Complements HD television screens with richly textured HiFi sound.  
Wirelessly streams all the music on earth.  
Simple to set up, control and expand. Requires just two cords: one power cord, one optical cord (both included).  
Syncs with other Sonos speakers wirelessly.  
Understands and works with most IR remotes and can be controlled by Smart devices through apps for Android®, iPhone® or iPad®.  
Plays all sources plugged in to your HD TV: satellite boxes, Blu-Ray players, and video game consoles. If it's connected to your HD TV, PLAYBAR will play it.



**KATHY CANDAZO**  
Service Center Department

Being part of Eros Group is an opportunity for which I am very grateful. It may be different from the experience that I had established but it still motivates me to fulfill my goals and learn new things. The Customer Service Business Group has constantly supported and guided me in embracing a whole new environment with a large and a diverse culture. In Eros Group, we work together as one team and always aim for the best. They gave me the chance to grow and become an all-rounder!



**MUJAHID SHER KHAN**  
IT Department

My journey with Eros Group started in January 2010 towards supporting the Oracle E-Business Systems for Operations & New Development. Eros Group's management and my seniors allow me to utilize my capabilities to the fullest and provide ample opportunity to learn and implement better and new technology. My success and recognition is largely supported with a healthy work environment and a friendly team which drives me to excel in my career.



**NEER KHATRI**  
Shipping Department

Prior to working in Eros Group, I had gathered 5 years of experience and learnt core concepts of self management, discipline and operation of international business. However, Eros Group provided me with the platform to convert my learning into action. With Eros Group I found an opportunity to work and share knowledge with highly experienced professionals. I would like to thank the entire Eros Family for their support and guidance.



**MARVIN DE LUNA**  
Customer Care Department

I have been working with Eros for six years now and I appreciate the chance to be a part of this company. It has helped me as a person to broaden my horizons and understanding. It has assisted me to grow as an individual and as an employee, as I work with a diversified culture and it has helped me learn how to interact and effectively communicate with internal and external customers.



**NAVIN KUMAR SINGH**  
HR & Admin Department

Wow my 5 years at Eros Group has been a journey with lots of learning, growth, opportunities, fun and encountering new and exciting challenges. I joined Eros Group in 2008 as an HR & Administration Executive, after which there was no looking back. I thank the Eros Group management in believing me and my capabilities which helped me excel further. I am proud to be an Erosian!



SUPERBRANDS 2013 AWARDS NIGHT



DISTREE ME 2013, FAIRMONT, ABU DHABI



LENNOX VIP VISIT, MAY 2013



WAREHOUSE SALE 2013



BEST EMPLOYEE AWARDS



## PARTING WAYS



**NIRANJAN GIDWANI**  
Deputy CEO - Eros Group

It is unrealistic to think that, in today's rapidly changing world, we will remain a one-job or two-job professional through a 40 year timespan.

I have made my fair share of job changes in my career, but the places where I have made a significant impact are places where I spent an excess of four years and up to eight to ten years. What this means is that it takes some time to create an alignment between any individual and the organization.

Any good individual knows that he or she has the right to outgrow their jobs after they have made an impact, and that they have a right to covet more space. A true professional would definitely make sure he or she has thought-through the consequences, seen the big picture, knows how to make the change, and finally not burn bridges while parting ways.

There is a great deal of similarity between a job and a marriage. We never simply marry someone, we marry into that person's family. The same holds true for a job. It is not merely the job, but the organization that we are going to join. A great job in an organization which does not align with our values is a losing proposition. Which is why a job change need not necessarily be outside of our current organization if we are already value-aligned with our organization. We may have just outgrown our current job, and need

to have some patience to see if the same organization can re-position us. While the organization needs to make a serious attempt to re-position the committed staff, we as employees also need to reflect how open we are to taking on new roles and more serious responsibilities as opposed to just looking for a title change and a higher package while wanting to do more of the same stuff.

If we decide to part ways, it is good even for us as individuals to do a reference check on companies. Reference checks are not the exclusive prerogative of employers. It's good to reach out to customers, suppliers, look for patterns that prove or disprove what we read on the company's website. While we do our due diligence, we need to understand clearly the trade-offs. If we are looking for a much higher compensation, then we should not complain or rant about any office politics at the new place of work.

“ Life is truly a round table. We never know who is going to be sitting next to us at the next meal. ”

Once we have landed a new job, we need to make sure we set it up for success. Build value before seeking recognition, even when you have walked into the present organization as a new member. Do not start making instant comparisons. As in the case of a new relationship, so too in a job, it can be irritating if one keeps talking about how good the ex was.

It is definitely not an ethical quality to prey on one's last employer. To build one's future at the cost of the previous organization is not a professional conduct.

Most importantly, professionals always take the goodwill of everyone when they leave. None of us know when we may need to come back as an employee, a customer, a supplier or simply a mutual reference. At the end of the day, life is truly a round table. We never know who is going to be sitting next to us at the next meal.

## THE ABILENE PARADOX

The Abilene Paradox is a management story in which a group of people agree to a course of action that is counter to individual preferences.

This concept is attributed to Jerry Harvey, a management expert, and has since been very well captured in a film of the same name.

It shows powerfully how people agree to do strange things when they suppress their own voice and simply go along with what everyone else is saying. The Abilene Paradox should be seen by any professional who is part of any group that deliberates on issues of consequence.

The story begins one hot afternoon in Coleman, Texas, as a family is playing a game of dominoes. The father-in-law casually suggests that the family go to Abilene, a good 53 miles away, for dinner. The group concurs passively. The car ride is hell. The food and service in the restaurant in Abilene is bad. On the way back, one speaks to each other. After they return, emotions erupt. Everyone points fingers at everyone else and disowns the idea of going to Abilene. Finally when all fingers point to the father-in-law, he shrugs off responsibility by saying he never really wanted to go – he was simply testing the waters.

Every day, groups of professionals like us, who work together, take a virtual trip to Abilene while sitting in our meeting and review sessions. That is how non committal agreements emerge and projects get kick-started. When things begin to fall apart, everyone says it was someone else's decision and that, in the interest of the group, he or she had simply gone along.

Rings a bell? I must confess we are all party to this paradox !!!